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Electrical Merchandising

The Business Magazine of the Electrical Trade

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March, 1927

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Mr. McGraw's Publishing Ideals

From an address by Edward J. Mehren at the dinner in honor of James H. McGraw, president of the McGraw-Hill Publishing Co., Inc., Hotel Astor, New York City, Dec. 17, 1926.

MR. MCGRAW holds before us three purposes of the business press. First, to be a collector and distributor of information; second, an interpreter of events and trends in our industry; and, third, a promoter of sound thought, a leader in formulating sound policy. What are the principles Mr. McGraw has followed, what are the qualities he has brought to bear on his work?

The principles are many. The few I shall have time to mention can be summed up under one head, namely, his insistence upon the production of a very superior product.

The qualities similarly can be put into one group, and consist of an ardent spirit of service, of faith, vision, courage and perseverance.

HONESTY and accuracy are taken for granted, and I can assure you that lapses from accuracy, when they occur, are followed by mental thunderclaps. Always there is in him an intense desire for improvement. No issue of a magazine, no book, no accomplishment of a month or a year is ever satisfactory. I should say that he has a large collection of standards of dissatisfaction. Meticulous as to detail, he insists that every feature of the work shall be of pre-eminent quality, of "Tiffany finish," as he frequently expresses it.

Finally, these principles of the production of a superior product, these qualities of service, of faith, vision, courage and perseverance, are made effective by untiring application. He has a saying that "the man who would succeed must pay the price in hard work and sacrifice." He himself is the best example in the institution of hard, intelligent work, and sacrifice.

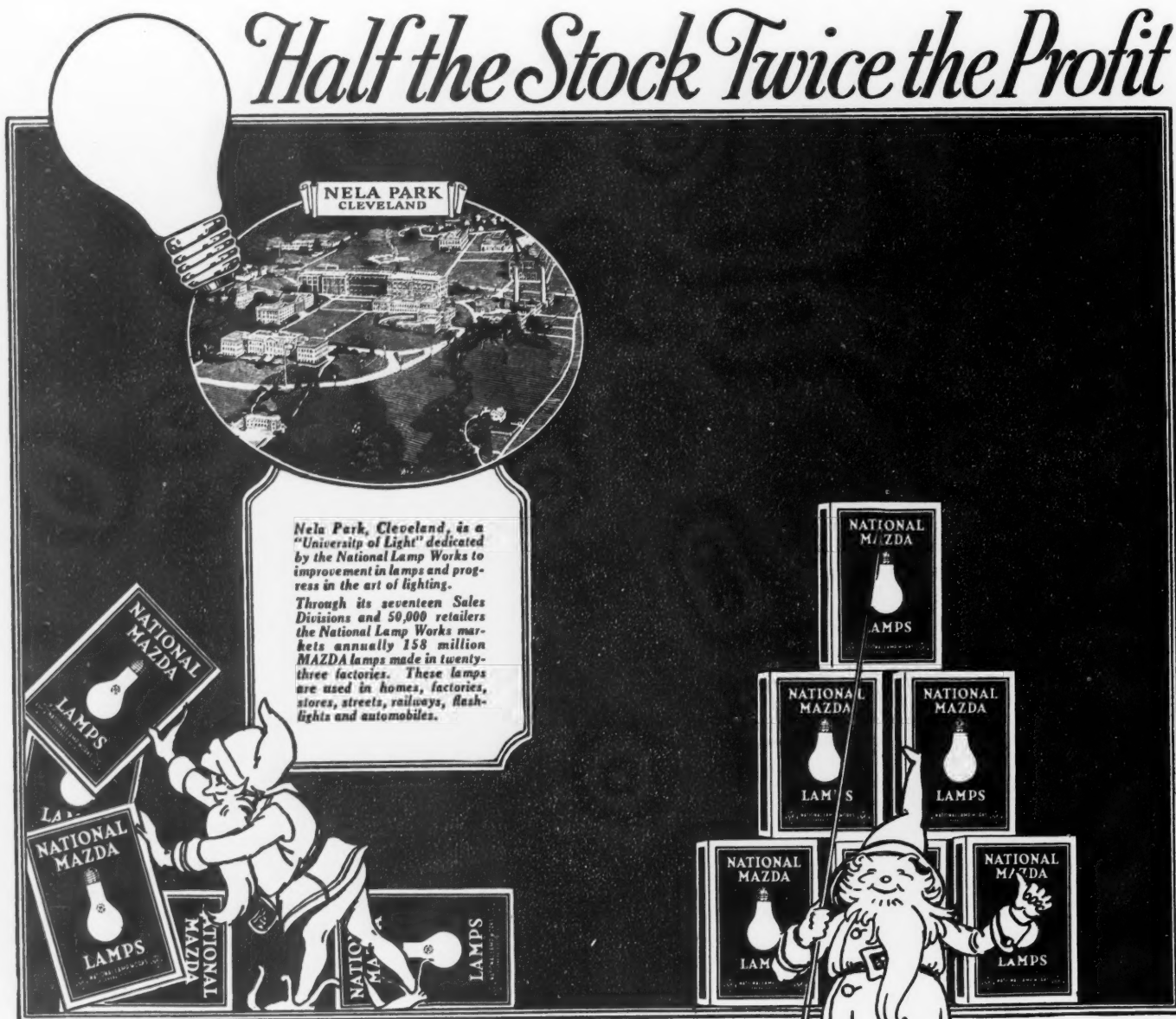
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Half the Stock Twice the Profit



Electrical Merchandising

The Business Magazine of the Electrical Trade

Finance, Fixtures and other Important Matters

What to look for in this issue—

RETAIL business today is underfinanced, and the electrical retailer is no exception. A business that is underfinanced pays an exorbitant price for short-term money; it loses the advantage of cash discounts for prompt payment, it enjoys less satisfactory relations with jobbers and manufacturers; it earns less profit. In this issue, *Electrical Merchandising* takes up the available methods by which the electrical man can bring money into his business. Some of these methods are sound, and others—not so sound. The author also looks at two sample business statements with a banker's eye.

Are fixture manufacturers a part of the electrical industry, or are they an industry of their own? The large number of new homes wired in the past few years and the consequent demand for lighting fixtures of all classes, has made the answer to this question of small interest to the fixture trade. Today, when we are passed the turn in building, the fixture trade, in order to keep up its volume, finds it necessary to merchandise fixtures. The editors, on pages 76 and 77, point out that fixture men and central stations have identical interests and sound the call for a common effort toward a common end.

"I can't afford it" is frequently met as an argument for not buying. The electric range, with its economies in preparing food, as well as its great superiority in cooking the family dinner, has had its full share of resistance due to price objection. Many movements have come out of Kansas: Carrie Nation, Jerry Simpson, Populism and other persons and movements which were neither popular nor constructive. When it comes to range merchandising, however, a utility in Kansas has constructively led the way in putting over the moderate-priced electric range and in nailing the customers' alibi. The story in full is on pages 78-79.

With some four and a half million washers sold over a period of fifteen years, it was inevitable and natural that an allowance for old washers on the price of new machines should be one which dealers have to face. Some dealers are finding it rather hard to contend with competitive conditions which have fixed allowances at a larger figure than is justified by the market value of the reconditioned old washer. It behooves dealers, therefore, to check trade-in allowances very carefully in order that they do not eat into profits. A Canadian dealer has worked out a simple and practical system of making allowances which recounted on

page 89 will be of real and helpful interest to the merchant bothered by this trade-in problem.

Selling more appliances per wired home is the goal of the entire industry. Customers have been growing faster than appliance saturation, in spite of increased selling skill and pressure, long payment terms, home demonstrations and other methods adopted by the active merchandisers. M. S. Sloan, president of the Brooklyn Edison Company, who gave last Christmas a present of a million and a half dollars in a rate reduction to the good citizens of Brooklyn, in an article on page 81 written exclusively for *Electrical Merchandising*, advocates reduced rates as a stimulus for appliance sales and gives the experience of his company in reducing rates and increasing kilowatt-hour consumption.

CONTACT with the architect and builder has become an important element in the sale of electrical refrigeration. Competition in selling homes has made "selling features" for such homes a part of the builders' program. It is gratifying that as "features" electric refrigeration, Red Seal wiring, electrical dish washers, wired radio, etc., are among the greatest of helps towards marketing this class of home and apartment. And as California grows progressive selling ideas and practices almost as rapidly as it does fruits of the soil, on pages 82-83 a California dealer tells how he uses architects and builders in getting increased refrigeration sales.

The purchase and use of appliances is restricted by present inadequate wiring and until we have homes wired to the point where there are sufficient outlets to permit convenient use of appliances and portable lamps, the adapter device, which increases the number of available outlets in the room, is most serviceable and desirable. These little handy devices are recognized for their value and are carried in stock by most appliance dealers. Many methods of getting these into use in the home have been used and many more will suggest themselves to the merchandiser. On pages 106-107 some of these uses are very interestingly illustrated.

NEXT MONTH: a banker will continue the series on financing a retail business with a plain talk on why a banker grants a loan or refuses it to the retail merchandiser; there will be interesting facts and figures on the appliance market in the 700,000 new homes building in 1927, and the wiring and fixturing opportunities thereby created. These are two features only out of many prepared for their practical helpfulness to the electrical merchant.

Where shall I go to get Money



Relatives, Friends

It's a good general rule to have all your business dealings on a business basis.



Often unsatisfactory. Avoid, if possible

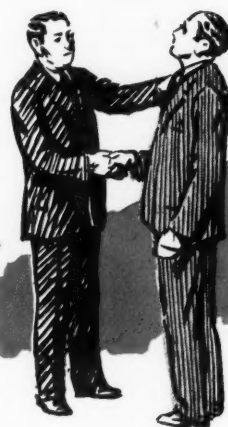
Good, but involves legal procedure

Good, but select your man with care

Good. Your past reputation will count here

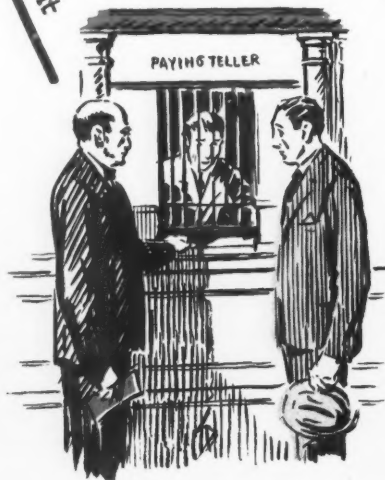
Good. He will want a statement

Keep away! Dangerous!



Partnership

Pick a partner whose strong points supplement yours. A stranger may be even better than an old friend.



Your Banker

He will want a good statement, listing all liabilities and assets, and showing a ratio of two to one, or better, between quick assets and quick liabilities.



Money Broker, Loan Shark

High rates and exorbitant fees are the mark of this class of Shylock. Heaven pity the poor debtor who once gets into his grasp.



Credit Manager of Your Supplier

Your jobber or manufacturer, through his credit manager, can advance you credit for merchandise, which is the same as money.

y to Put into My Business?

Some Hard-Headed Counsel on the Electrical Man's Financing Problems



Incorporation—Stock Company

If you incorporate, stock will have to be issued. Reports are required by law. This plan of operation is preferred by bankers as a rule.

SOONER or later every man in business—in the electrical business or in any other—is faced with the necessity of securing money to put into his business, if that business is to grow.

He may need the money to enlarge his present operations; to add a specialty-selling crew or department; to open a new branch store; or to finance the business through a lean period.

Money is needed to buy stock, to finance time sales, and to tide over periods when outgo exceeds income. And rarely is the electrical merchant—either big or little—free from money worry.

To be able to secure such money when he wants it, the merchant should know about the sources which are at his command. Indeed, sufficient capital is almost as important to his business success as sufficient merchandise stocks.

How, then, is such a man to obtain more money?

The method first occurring to the mind is to borrow it. The best place, for all concerned, to borrow money is from a man who makes a business

of loaning money—a banker. Too frequently, small merchants, due to a diffidence arising from ignorance of the true functions of the commercial banker, fail to consult their natural financial adviser until they are in difficulty.

With the situation as outlined, the merchant approaches the banker and lays before him his problem. The first thing the banker will ask for is a *statement* showing the financial condition of the merchant's business.

Even in the case of old concerns with an established line of credit, periodic statements of this nature must be filed with the bank. Such statements are to the practical financier what the nurse's chart is to the physician.

These statements, or business sheets, must show the *assets* of the business set against the liabilities. Such assets are cash "on hand" and in banks, merchandise inventories, accounts receivable, present value of fixtures and equipment, any reserves set up for taxes and depreciation, and any money due the concern, such as notes receivable.

Samples of business statements—"good" and "not so good"—are shown on the following pages.

Alongside the *assets* must be shown the *liabilities*. These consist of accounts payable, notes (of any nature) payable, taxes and other monies due and unpaid, earned wages and commissions unpaid, trade acceptances payable, mortgages, if any, and any contingent liability of the firm or individual—that is, any notes or other obligations which the individual or firm may have endorsed for another which have to be met.

An operating statement showing the *net worth* capital, surplus and reserves—at the start of the business, or a year previous, and at the present time, is advisable and will undoubtedly be requested.

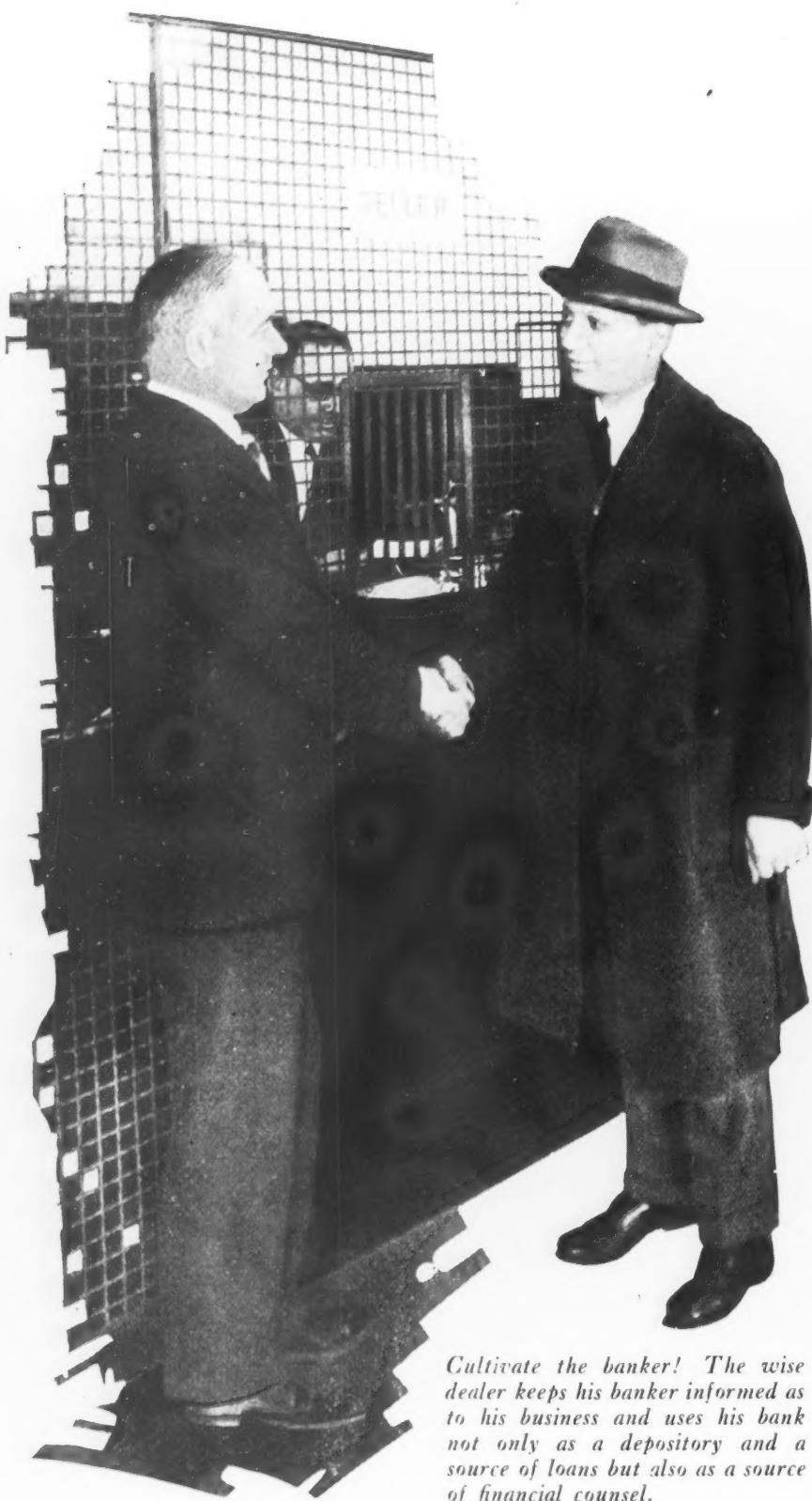
All of the above may sound formidable but it really isn't, provided the merchant's books are in good order. It is merely a listing of the debit and credit items of the business. This information is readily obtained if the dealer employs a competent clerk or, as in many instances, utilizes a portion of the time of a local accountant, who makes a periodic audit of his books. Nothing impresses a banker or credit man more than a clear, orderly statement which he can use as a basis for his decision.

Banker Will Judge by "Ratio of Quick Assets to Liabilities"

You will note that such an item as good will is not listed in the assets. For the purpose intended it has no value. All the banker is concerned about, primarily, are your "quick" assets—what you have that can be turned into cash within a brief period—and your "quick liabilities."

The ratio of assets to liabilities the banker will require, in order to advance you money for operating on, varies somewhat. It depends upon the nature of your business, its age, its reputation and yours as a money-maker and a sound business man, and possibly other factors. Usually a ratio of *two to one or better* is required. That means you must have in assets, *readily convertible into cash without loss*, at least twice as much value as you have in your liabilities. Sometimes under very favorable circumstances, a banker will accept a ratio of one and one-half to one.

In listing assets and liabilities, exactness is essential. For example if you have sold your time-payment paper to a finance company you cannot list these accounts payable as assets—money due you—but on the contrary must list as a liability your obligation to the finance company because you have already received your money from them and it is in the business. This item may be offset by any reserve which the finance



Cultivate the banker! The wise dealer keeps his banker informed as to his business and uses his bank not only as a depository and a source of loans but also as a source of financial counsel.

concern may be withholding and the balance of the accounts due you from the customers.

Great care must be exercised, therefore, to present an exact and truthful statement to your banker, if you are to gain his confidence and assistance. Fortified with such a statement, provided of course it is a favorable one, you may now ap-

proach your banker with prospects of success. This is the best method of obtaining the needed capital to carry on your business.

If the condition of your business is such that you are unable to present a statement satisfactory to a banker, it is quite as likely it will not procure for you from your jobber or distributor that equivalent of

money—credit. Your recourse must, then, be to sources outside the foregoing. Two good rules to keep in mind, in such circumstances are:

(1) *Do not borrow money from loan sharks at an exorbitant interest rate whether in the guise of a "service fee" or any other "fee," and*

(2) *Do not borrow purely upon your personal recognizance, from relatives or friends.*

Keep your borrowing upon a strictly-business basis. Do not hesitate to borrow for legitimate business purposes. That is what money and credit is for and it is usually a poor business man who does not borrow at one time or another.

A partnership is a frequent solution of the money problem and on an equitable basis should take into consideration not alone your urgent need of money but your value as a going concern. Here any good-will honestly attaching to the business has a determinable value. We are speaking, of course, of taking in a partner after your business has been established some time and assuming you have been able to finance yourself up to date.

Selecting the Right Kind of Partner

Partners are of two kinds—the active partner or one who engages in the business with you—and the "silent" partner or one who is usually a financial partner. The circumstances of each individual case must determine which is preferable. The silent partner is usually one who is interested solely in an anticipated return upon his investment and if you display ability in managing the business will nearly always refrain from interfering. A retired business man is usually one who likes to have his capital actively invested and makes a very good silent partner.

In an active partner, however, one must carefully consider ability, temperament and business reputation. Because you like a chap personally is no reason at all for having him as a partner. A comparative stranger will usually make a better partner than a close friend or relative.

Inasmuch as a retail business has always present the three major functions of management, financing and selling, try to pick a man who supplements your own strong point, i.e., if you are a good salesman, get a man who is equally as good at financing and management, etc. This rounds out your organization and

PROGRESS & CO.
Electrical Conveniences for the Home

ASSETS (What they own)		LIABILITIES (What they owe)	
Cash on hand & in banks	\$ 597.16	Accounts payable	\$ 5,812.75
Accounts receivable	9,262.45	Notes payable to banks	1,300.00
Notes receivable	600.00	Trade acceptances payable	864.10
Merchandise cost inventory at present market prices	12,414.62	Accrued liabilities: Wages & Commissions	415.00
Machinery, Fixtures & Equip- ment (at present valuation)	2,175.00	Capital	5,000.00
	\$25,049.23	Surplus	11,657.42
			\$25,049.23

Good, because prices at which they will bring now.

Good note that ratio of quick assets to quick liabilities is 3 to 1.

Good. Shows they are regularly depreciated as they should be.

Dealer's statement showing GOOD financial condition

also reduces the chances of disagreements.

No general rule can be given for the basis of such a partnership except, as noted, the financial condition of the business at the time, and a just allowance for any good will attaching to the business should be taken into consideration. Good will, of course, is an intangible thing but it can be estimated in some such fashion as this:

Good Will Which Is Tangible and Valuable

In talking with a dealer recently, who employs no outside salesmen and does very little advertising, he told me, after a careful computation, that fully fifty per cent of his business came from leads and recommendations of customers. They receive nothing in return but appear glad to boost his business because they are pleased with his efforts in serving them.

Now that's good will and it certainly has a very tangible value. If it is responsible for half his volume, as he states, then it is likewise responsible for rather more than half his profits.

In such a situation I would certainly expect a prospective partner to pay for the privilege of sharing it, but unless you have something tangible like this you will find it a difficult matter to capitalize your good will. Financiers and accountants have some very intricate methods of appraising good will. Some say it is only "worth what you get for it" but then that is true of

anything you are selling. One would certainly not pay a penny for the good will in any business unless he could be shown its definite value in the profits.

Another method of obtaining additional capital is to incorporate your business and sell stock or "shares" in it. As a corporation your business becomes impersonal. Through it, you limit your individual liability. Suppose, for example, you owned your home in your own name. As an individual or in a partnership, your creditors could, in case of need, seize and convert this property to satisfy their claims, whereas in the case of a corporation they could not do so.

An example of the above might be a case where, in a partnership, one partner is possessed of assets outside the business and the other has none. Inasmuch as the individual is liable for all the liabilities contracted by the partnership, it would be advisable to protect his outside assets through incorporation. But that is only a protective feature of an incorporation. It has many advantages, as against a partnership for example.

For one thing, it is practically impossible to draw up a partnership agreement that will adequately cover all the contingencies arising over a period of years.

Another advantage is that in a partnership, there may be a disagreement and one man may be able to block the entire operation whereas in a corporation decision is in proportion to stock holdings, which means that one usually either does or does not control.

The best rule, of course, is to be properly financed at the start. Take the case of a man earning, say, forty dollars a week and who has five thousand dollars saved up and desires to go into business. He'll be almost certain to tie up all his capital before the year is out and then where will he be?

I appreciate that many will not agree with this viewpoint. Apparently very few retail successes were properly financed at the outset. All that we ever read about have taken the "hard knocks" route, for they have early stories that abound in incidents of "nickel lunches,"

Continued on page 132

G. O. EASY
Electrical Appliances

ASSETS (What he owns)		LIABILITIES (What he owes)	
Cash on hand & in banks	\$ 809.17	Accounts payable	\$11,143.27
Accounts receivable	7,452.36	Notes payable to banks	4,000.00
Notes receivable	1,500.00	Trade acceptances payable	2,874.71
Merchandise inventory (at cost)	11,507.79	Accrued liabilities: Wages & Commissions	610.50
Machinery, Fixtures & Equip- ment (at cost)	2,780.00	Contingent liabilities: As endorser note John Smith 1,000.00	
	\$25,049.23	Capital	5,000.00
		Surplus	489.76
			\$25,049.23

Poor. Shows he is not properly depreciated as they should be.

Poor. Ratio of quick assets to quick liabilities less than 1 to 1/2.

This item will go into surplus if Smith note.

A statement showing POOR financial condition

What's the Matter with

The Perplexing Problems that Today Confront Fixture Manufacturer and Dealer—How the Electric Lighting Companies Are Coming to the Rescue

THE lighting-fixture industry today is in bad shape. Here is the picture—

Manufacturers and retailers are finding business hard to get, and profits harder still.

Building volume is falling off.

Speculative builders are hammering fixtures down to barest minimums of both quality and price.

Manufacturers are dissatisfied with present dealers, and are opening their own retail outlets.

New dwellings are being inadequately and improperly fixtured, at an average outlay of one-half to one per cent of the building appropriation, instead of "3 per cent."

Fully one-half of the residence fixtures now installed in the country's 15,500,000 wired homes are obsolete, measured in either artistic or lighting value. The owners, of course, do not know this, having never been made "fixture-conscious," and so go on merrily spending their surplus on EVERYTHING ELSE for the home, while the vast RE-FIXTURING market remains at a virtual standstill.

LAST month the much heralded group of fixture conventions was held at Cleveland. Manufacturers were present in force, with their salesmen and displays, and many dealers attended the Market. On Thursday of the week, as scheduled in all the advance programs, the president of the manufacturers' association came before the dealers' body with a remarkable address (see page 90) picturing in plain terms the present needs of the fixture industry. With inspired vision, he pleaded for the setting up of a great co-operative campaign to educate the public to better fixtures and proper fixtures.

In thought and significance, his talk really was the focal event of the whole week's program. It set a psychological moment for far-reaching industry action—yet exactly eight dealers and two manufacturers were present in the big convention hall to hear him. They applauded courteously, yawned, and turned to the next speaker.

What Are Electrical Men Going to Do About It?

Later inquiry among representative manufacturers showed that the manufacturers too are without spirit—or money either—to support any national educational effort to reach the public—any campaign that might cost a quarter of a million dollars. Everybody agrees that public education in the selection of fixtures and in refixturing is sorely needed. But the fixture industry,

organized or unorganized, is apparently now in no mood or funds to undertake the job.

* * *

What is the electrical industry going to do about it?

For fixtures are important to the entire electrical industry. They are particularly important to the central stations. For the first use that every man and woman makes of electricity is for light, and light comes from fixtures. Fixtures are vital to every installation. But fixtures have been the red-headed step-child of the industry and nobody has cared.

The question is—how can the message of artistic lighting equipment be carried to John and Mary as they build their new home?—To well-to-do Mr. and Mrs. Jones as they redecorate and refurnish their comfortable town residence, to meet the new tastes of their daughter in high school and their son in college? —To a million new electricity-users each year, and to 7,000,000 home-owners who should re-fixture?

There is a way to do it.

FOR a generation, the lighting-fixture industry and the electric-lighting companies have been strangers to each other, both nationally and locally. Go into almost any city or town, and you will find these two groups unacquainted personally, and uninformed as to each other's problems. Each group has sailed its independent course of business, giving little or no attention to the other, or the other's importance to its own success. Yet the underlying relation is measured in real money to both, and in tremendous figures, too. For example:

83 Cents of Customer's Dollar Goes for Light

Out of every dollar paid by the average residence customer to the lighting company 83 cents is for light, through sockets on fixtures. In fact, nearly \$400,000,000 a year is collected by the utilities from residence fixtures. And the utilities' total lighting income from all customers reaches the staggering total of one billion dollars annually.

As a matter of fact, the power company has four interests in the proper refixturing of the American home:

1. **Load-Building Interest.** Because, properly handled, re-fixturing will increase kw.-hr. consumption.
2. **Public Relations Interest.** Because as soon as the American public becomes proudly conscious of fixtures as a source of comfort and beauty in the home through better illumination and more artistic decoration, pride in light will bring a big impulse to energy sales and benefit public relations in many ways.
3. **Trade Relations Interest.** Because it is just as much to the benefit of the power company to have a

h the FIXTURE Business?

Broad Movement Is Afoot to Promote Sales of Better Fixtures—Starting to Re-Fixture Millions of America's Homes During 1927 and 1928

healthy fixture trade as it is to have a healthy appliance trade. The power company can assist materially by making available its machinery for collection and finance, and by helping both to establish good trade policies in the fixture field and to build up a larger volume of fixture business.

4. A Merchandising Profit Interest. Because fixtures offer a larger profit margin than any other piece of electrical merchandise.

And no one else has this deep interest in refixturing. No one else can afford to invest the money in educating the public to refixture, because the dealer and the manufacturer each have but the one profit on the sale. For the same reason that the power company has assumed the burden of pioneering the flatiron, the vacuum cleaner, the electric range and the refrigerator, it best can profitably undertake the development of the market for more beauty and comfort in the home through fixtures that are more ornamental and give better illumination.

Central Stations Can Help. Five Ways

WHAT can the central station do right now to get the crusade started? How can the central-station man help the fixture industry with the message it wants carried to the public? In many ways:

FIRST—Every central station contracts by the year for large space to run daily in its local newspapers. With this space, much of it bought as a diplomatic measure, the management is too often at a loss for "copy" to run, and uses a mere card or some vague good-will statement. Thousands of such advertisements—half-pages, quarters, eights, and smaller—in newspapers all over the land, might well be marshalled to carry definite messages of "artistic lighting equipment," re-fixturing, and "3 per cent for fixtures."

More than five million dollars a year is being spent in local newspapers by central stations, and a considerable part of this space could carry the fixture story. Here, ready-made, is a way to convey the educational message that the fixture man wants carried to the public.

SECOND—The central station display rooms and show windows can well be used to call public attention to artistic fixture designs, timely styles, and quality productions. Central-station offices are usually centrally located, and are visited monthly by thousands of customers to pay bills. Such offices can become a valuable publicity agency for fixtures.

THIRD—Monthly electric-light bills could also carry with them the fixture message. And company booklets on "electricity in the home" should certainly include fixture and refixturing information, now generally omitted.

FOURTH—Central station lighting salesmen should assume responsibility for promoting fixture sales as well as talking illumination.

FIFTH—Installment selling is probably the greatest sales force that can be invoked in any refixturing campaign. The central station, above all others, can help here, for it possesses ample financial resources. It has, too, an ideal monthly collection machinery. And it is accustomed to slow turn-over of its capital.

Thus it is apparent that the central-station, with an eye to its own future load-development, can contribute to the refixturing movement publicity, sales and collection services which otherwise would be tremendously costly.

THE fixture dealer will naturally ask this question—Will such a program drive the central station into the active merchandising of fixtures? Will they try to dominate the fixture trade? The answer to that is "No"! Some central stations already retail fixtures. More of them may do so, if the power industry gets solidly behind the refixturing crusade. *But most of them never will.*

Whether the central station will or will not merchandise fixtures will depend, we believe, principally upon the energies and enterprise of the present fixture trade, and upon individual utility policies. It will be a local issue in any instance.

The natural inclination of the central station will be only to promote the popularity of better fixtures.

But wherever the central station does turn its interest to promoting the fixture situation, and puts into action the vast resources which it already has organized, the fixture business, we insist, is bound to expand to new volumes and new standards.

Utilities Already Leading Refixturing Effort

ALREADY the logic of this situation has dawned upon central-station men. A number of large utility organizations have actively begun to take leadership in fixture promotion and refixturing campaigns. Several prominent power companies have entered the field and they report splendid results in terms of load building and public good will. They have expressed by word and by action their willingness to accept their natural share of responsibility for fixture promotion and many other central stations will follow their lead in any big plan in which fixtures may be given a national importance.

With the central station commercial forces thus co-operating, with their full resources behind fixture selling, a new day is ahead for the fixture industry. Lighting equipment can then be developed truly as "the most important furnishing of the home." "Three per cent for fixtures" will become a reality. And the great re-fixturing opportunity can be cracked open—not in some dreamy future, but for definite volume sales during 1927 and 1928.

Such a plan of fixture activity does not wait on confirmation by national bodies nor on "what anybody else does." Every central-station man and every fixture man who gets the vision can start work tomorrow in his own community or in such field as he elects. And the man who will get the business will be the man who goes after it.

The much-talked-of, long-deferred refixturing campaign is now under way—with all the industry behind it. What part are you going to play in it?

Nailing the Alibi—

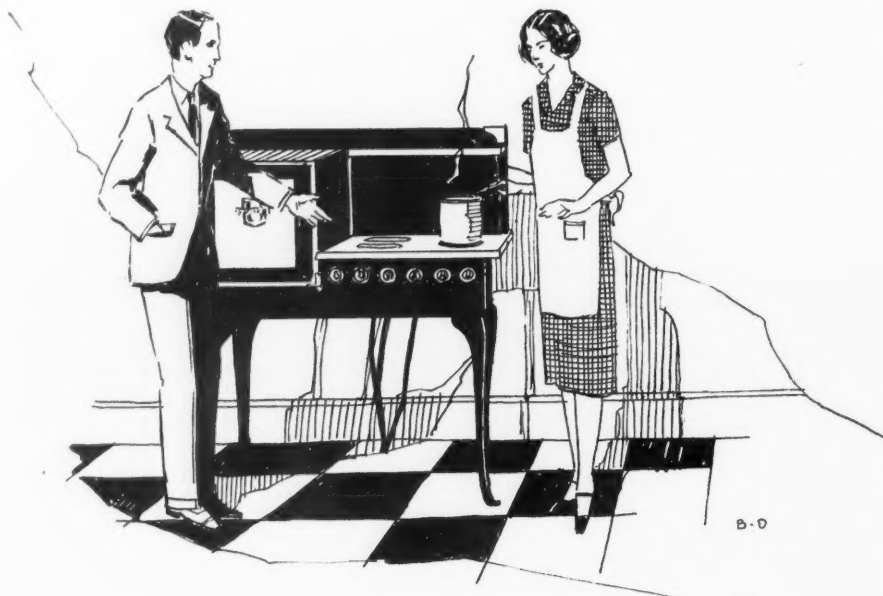
How the United Power and Light Corporation operating in agricultural towns sold 660 ranges in twenty-one months to families with small incomes

BY L. O. VERCKLER
General Manager, The United Power
and Light Corporation,
Abilene, Kansas

FOR one and one-half years, the United Power and Light Corporation of Kansas has been committed to the policy of selling a full-sized, specially designed, electric range to the resident consumers of twelve towns and twenty-one hamlets in the territory it serves, for \$75—installed.

Since April, 1925, and up to January, 1927, the United company has sold 430 of these four-burner ranges. It has, in the same period and in the same territory, sold over 230 of the costlier article. To my knowledge, the corporation has not suffered a merchandising loss on either of these transactions. Our books will, in fact, show a net profit of slightly more than 2 per cent considering these two operations as one unit.

"Is your policy a sound one?" "Is



Home instructions in the use of the electric range were given only by the salesmen of the United Power and Light Corporation. The nar-

row gross margin did not permit unusual sales efforts, and the company concentrated on "value" as its sales-compelling force.

it constructive?" What are the reactions?" "How can you possibly do it?" I have been asked these questions so many times by those in the electrical ranks that, in justice to an inquiring industry, I will now endeavor to trace the various steps in our selling process; to point out the economic significance of this action and to summarize the lasting benefits, or negative reactions, resulting from such an apparently drastic policy.

Permit me first to point out that in semi-isolated towns of 3,000 people or under; (and these communities, according to the 1920 census, harbor over 55 per cent of our total population), the average income of the possible range prospect is much lower than is that of the urbanite. Similarly store overhead, salaries, commissions and installation expenses are correspondingly less. This situation has seemed to us to make a variety of types and prices especially necessary on the electric range.

To be specific: the United Power

and Light Corporation serves 146 communities in Kansas. The largest of these, where we are not in competition with our own gas plant and in which we now sell electric ranges, has a population of 4,700; the smallest 400. The United company at present is merchandising ranges, as stated, in twelve towns where it has stores and in approximately twenty-one adjacent hamlets. These, in the main, are prosperous farming centers boasting the usual number of well-to-do citizens.

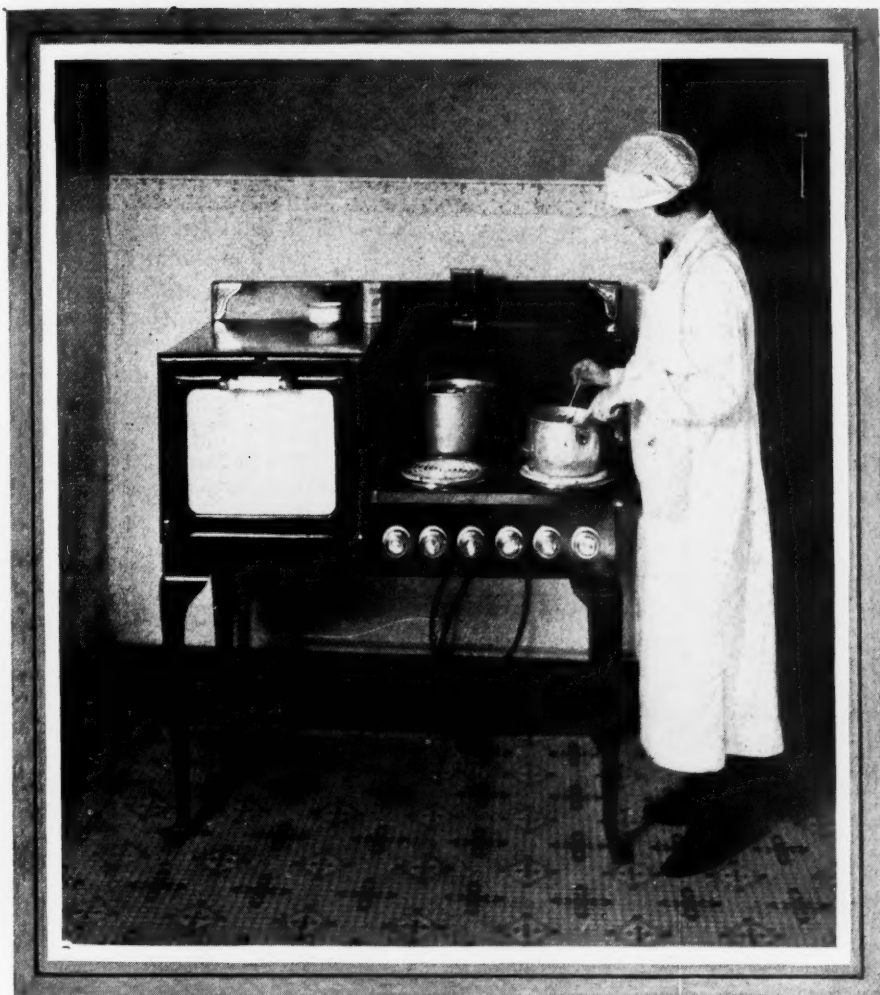
Eighty-five per cent of our resident meter-users in these places would, however, have to think not twice but five or six times before scrapping their present gas, oil or coal stove, and buying a \$160 electric range no matter how easy the terms might be. The spirit was willing two years ago, but the pocket book simply could not stand the gaff. They told us so in as many words time and time again.

"Electric cooking sounds good to me," they said. "Your rates are favorable (first 25 kw.-hr. 6 cents;



Part of the advertising campaign to sell the idea of electric cooking.

"We can't afford to buy an electric Range!"



A wider class of people was reached because the range sold for \$75. Customers from the working classes do not bother with detailed instructions; neither do they expect a course in cooking.

all over, 3 cents) but I've got a perfectly good coal stove that heats the house in mild weather and the water six months out of the year and I simply will not throw it down the dump in favor of a fancy-high-priced, electric range."

Let me repeat: In January, 1925, first cost, and not electric cooking acceptance, rate, or range design, was the barrier that held up electric range sales in central Kansas. But—the utility has the rate and wanted a substantial range load.

This, then, was the situation my electric range committee faced when it met in January, 1925, and contracted with a manufacturer for 500 built-to-order, four-burner, electric ranges. These were to be taken in lots of 100 as required.

Naturally, the key to the success

or failure of an experiment of this nature is the range itself; its quality, its performance. The onmy committee helped design has four burners. These are practically the same burners as furnished with a range manufactured by the same company, that sells for almost three times the price of ours.

The oven has two heating elements with individual switch control. One of these elements serves as a broiler. The oven interior is not enameled. This oven will not hold the heat

within 40 per cent of the higher-quality products now on the market. It is double walled and heat insulated, however, and its units have ample capacity. If both are left on, they will generate more than enough heat for maximum requirements.

The range is painted black. The oven door is finished in white enamel and bears our corporation trade mark and the word: "United." The range is not automatic. It does not have a clock. This year, however, we did add a door thermometer. In illustration of the capacity of this range: one was installed in a church and cooked a meal for 102 people. This feat excited much favorable comment. The range is priced at \$75—installed.

Here is the philosophy of the low-priced electric range proposition as I see it. These deductions are based also on conversations with my salesmen who, in turn, have talked it over with their customers. It costs about 50 cents more a month to operate, however, than the best, heat-insulated product. This totals \$6 a year or \$60 over a 10-year period.



Eighty-five per cent of the United company's meter-users would think, not twice, but five or six times, before buying an expensive electric range.

This slightly-higher current consumption is not noticed by the user. In fact, a comparative laboratory test is required to show it up. The monthly cooking bills are not exces-

sive. They run from \$2.50 to \$5. Neither is the average user fussy about the fine points of temperature control nor does she expect perfect cooking results. This attitude is due to two reasons:

First, because the range, plus installation, costs but \$75, many from the working classes have purchased. These housewives are not the type who bother with detailed instructions, neither do they expect, for this money, a course in cooking or 100 per cent results.

Second, the range is a quick heater. That's what they want. This, with the low first cost and a three-cent rate, accounts for the fact that complaints about the size of the monthly bills have been few and far between.

The range committee laid down the policy two years ago that it would be good business to sell first the families in the lower income classes. It felt that this class would accept the electric range if it were priced within reach. "Sell the working man and the higher-priced range will follow along but, for heaven's sake, let's kill this idea that the electric range is a luxury and is difficult to operate."

So much for theory. How did it work out in practice?

The first of April, 1925, J. B. Runnels, sales manager for "United," released a series of three letters to a selected list of 1,200 prospects in ten test towns. These letters were followed by five mailing pieces dispatched at weekly intervals. The letters and the first three broadsides were written to sell the idea of cooking by electricity. The last two announced our low price and liberal terms.

This campaign included also a coupon book and a group buying scheme.

Less than \$200 was spent for newspaper space. The eight mailings cost \$290. No demonstrations in the store were given. Home instruction was given by the salesman only—supplemented by an instruction book. No extra salesmen were hired. The installations were made by our own men; in the smaller places the service man or the lineman is also the inside wireman. Value—that was the compelling

force we counted on to move the ranges. Our narrow gross margin simply would not permit unusual sales efforts.

From April 1 to Nov. 1 we sold 203 electric ranges. There were at that time 3,852 residence meters in this ten town territory.

It was felt that the two direct-by-mail campaigns were worth while in that they created a favorable attitude toward the electric range.

selling price, installed, was restored to the original figure of \$75. It has remained at that price since.

In my opinion, this price is low enough to enable people of very limited means to purchase but high enough to permit the selling and installing of a sturdy, serviceable, entirely satisfactory electric range at a slight merchandising profit.

We have found it unnecessary to run any cooking schools or store demonstrations with this \$75 proposition. Home instruction seldom takes us more than half an hour and is given by the salesman. Here is another saving. It is possible to soft-pedal the actual cooking because we sell this electric range on a straight competitive basis. "Here it is," we say. "It will cook better and costs no more to buy or to operate than oil or gas." As the range is non-automatic this simplifies also the instruction problem.

Our salesmen are paid a commission of \$12 on the \$75 range.

After deducting the salesman's commission and the installation cost from the list price we still have a gross margin of almost \$5 to cover advertising, and sales department overhead expenses.

Reviewing our two-year experience with a low-priced

electric range which started as an experiment, and proved a success:

Pushing a low-priced range has helped, not retarded, the sale of higher-priced ranges. Many times a man with an income of about \$160 a month would be attracted to the store by the \$75 range, and because of the advantages offered by a higher-priced model has purchased a range for \$140 or more.

When installing the cooking circuit, we use flexible cable or knob and tube wiring. The electricians with our properties are paid an average of 75 cents an hour.

In these past 21 months, while the United company has been selling 430 electric ranges priced at \$75 it has disposed of over 230 higher-class numbers and the fact that appeals to the operating as well as the commercial man is that during this same period, we have added a monthly range load revenue to our lines in excess of \$2,500.

**Your Power and Light Company Announces
A New Electric Cooking
And Heating Rate**

ARE YOU HAPPY
When You Are Preparing Those Meals
Over That Stove of Yours?

Would you consider a nice Cool, Cabinet Style, Electric Range in
your kitchen complete for the sum of...



\$63.50

REMEMBER! There is no substitute for an Electric Range
LET'S TALK IT OVER

UNITED
Power & Light Corp.

W. L. MOORE
Sales Dept. Mgr.

Kauker, Kans.
Phone 167

Heating rate for the City of Blue Rapids has been
State Public Service Commission
and under this schedule is to be entered upon
your bills.

Month	6c per kwh
Month	3c per kwh
Month	cents per month per KW of the
Rate	\$2.50

Rate rising to be used in determining
Percent, if not paid within ten days
BE GLAD TO TALK OVER YOUR
PROBLEMS WITH YOU.

Five hundred dollars covered the cost of the entire electric range advertising campaign of the United Power and Light Corporation—newspaper and direct-mail.

As planned originally the "United" electric range was priced at \$75 on single installations and \$63.50 in clubs of three. These "clubs" could be formed by three or four families, living within 400 feet of a transformer, each agreeing to purchase a range. The theory was to enlist customers as salesmen and to save constructional expense.

This scheme did not work out. It was a difficult matter to locate three good prospects within 400 feet of each other. Neither would the customer, as a rule, canvass his neighbors on a proposition of this nature.

As soon as this became evident we dropped the individual price to \$63.50 installed. At this introductory price, the corporation showed a merchandising net loss of about \$8 per range. In the early Fall of '25, after this initial price had aroused public interest and enabled each of the ten local managers time in which to "spot" ranges over his territory, the

Lower Electricity Rates *will increase appliance sales*

By M. S. SLOAN

President, Brooklyn Edison Company

IT IS a well-known business principle that, other things being equal, volume of sales increases as prices decrease. The selling of electricity for household use responds to this principle, precisely as do sales of groceries or automobiles. It seems to me this fact has not yet received the attention from the central-station branch of the electrical industry which is its due.

A record of the sales of electricity for domestic use by the Brooklyn Edison Company for the years 1916 to 1926 inclusive, is before me. The figures in it are distinctly interesting to me as proof of this principle.

In 1916 the maximum rate for electricity was 11 cents a kilowatt-hour. On Jan. 1, 1917, it was reduced to 8 cents. On Jan. 1, 1925, it was reduced to 7½ cents. On Jan. 1, 1927, it was reduced to 7 cents.

Since 1916 (figuring through 1926) the price of electricity a kilowatt-hour has decreased 29.3 per cent. The sales (average), a meter have increased 25.4 per cent. The total number of meters has increased 1,294.2 per cent. The total sales in kilowatt-hours have increased 1,646.5 per cent.

Consumption and Revenue Climbed

In 1916, the average monthly use of electricity a meter was 23.2 kilowatt hours, and the average revenue was \$2.54. The next year, when the decreased rate took effect, the average monthly use was 23.8 kilowatt-hours, but the revenue decreased to \$1.99. Thereafter the monthly use and the revenue climbed until in



M. S. Sloan

1921 the use was 33.5 kilowatt-hours, and the revenue \$2.74.

The next year—1922—the use declined to 32.9 kilowatt-hours, and the revenue to \$2.71. This decline continued through 1924, in which year the use was 28.2 and the revenue \$2.35. The reason for that was not far to seek. Private houses—the large old-fashioned kind—were being replaced on a very large scale by apartment houses.

Private houses being built in outlying sections were of quite a different type from the individual dwellings of a decade before. The new family unit of housing space, whether house or apartment, was smaller. There were fewer rooms to light; less floor space to clean; less kitchen space (or no laundry space worth mentioning) so washing and ironing would mostly or entirely be done by the laundries.

These changes in housing conditions were accompanied by changes in habits of living which showed in the electric bill.

On Jan. 1, 1925, our company made a rate reduction of ½ cent a kilowatt-hour. By the end of that year the use of electricity had registered an up-swing, the average monthly use a meter being 28.9 kilowatt-hours and the revenue, on the decreased rate, \$2.27. The twelve months ending Nov. 30, 1926, showed average use a meter of 29.1 kilowatts.

In view of the further decrease of ½ cent a kilowatt-hour taking effect the first of this year, I shall watch our sales curves with intense interest. I am confident that they will show an acceleration in the upward tendency resulting from the prior decrease in the electrical current rate.

A study of these figures conveys only one meaning to my mind: that a lower rate for electricity stimulates additional use of energy, either by the burning of more lights and the freer use of labor-saving devices or by the use of additional appliances.

The Price of Electrical Energy Always Determines Use

This runs counter to the belief I have often heard expressed in the central-station business—that the price of electrical energy is sufficiently low so the rate, whatever it may be, is not an element in determining the amount of use. On the basis of human reason and experience, I can't believe that is so.

We are, at present, in an era of

Continued on Page 132

Moving Away



Doran's clerks are trained in "suggestive selling." An instance is that of a woman who brought in a curling iron to be repaired. After this fifty cent transaction was taken care of, the clerk asked if he might show the customer a radio set. As a result of this initiative, the clerk made a substantial sale.

FIVE years ago P. E. Doran sold his battery and automotive electrical shop and opened a little electrical contracting business at what is now 7515 Sunset Boulevard, Hollywood, California. At that time, Mr. Doran's shop was "out in the sticks," for there were just a few business concerns in a little suburb that had recently sprung up in that vicinity; and there was a

wide gap of open space between there and Hollywood proper.

Even though Mr. Doran had been in the electrical business in various capacities for several years prior to this and knew it from a practical standpoint, it really looked as though his trying to build up a business that far from the center of things was one way of committing business suicide. Yet the annual volume of

the Doran shop now amounts to \$60,000. One-third of this is contracting, secured at prices that assure a profit on jobs that cut-price competition cannot touch. The remainder of the business comes from the sale of radio, large appliances, small merchandise and minor repairing.

Doran's is the class of business every energetic electrical man dreams about. It is a steady, year-round volume gained without high-pressure sales methods, poor credit risks or price inducements. The confidence of the public, built through personal attention and strictly above-board dealing, of course are the factors that have made such a type of business possible.

Mr. Doran, like the present-day successful farmer, has "something to sell" every day. That is to say, he does not depend upon contracting for his regular profit. Contracting, for one thing, has its seasonal slump. He does not specialize in any one line of appliances, for these also have their lax periods. He makes money with radio, but he does not go so deeply into radio that he feels a depression during the Summer months as a result.

P. E. Doran has not put all his eggs in one basket, and he has profited thereby.

"Primarily I am a contractor," says Mr. Doran. "When I first opened the shop out here, I was so far away from the center of business activity that I realized that I would have to depend upon contracting for my chief source of income. There were not enough people in this section of town to come in contact with my store to sell appliances. Since contracting was the basis of my business, I naturally like that end of the work; but long ago I realized that in order to build up a profitable electrical business in a suburb, the dealer-contractor ought to diversify his efforts. I began adding appliances and smaller electrical merchandise as the section grew in importance sufficiently to

Y from Competition

Radio sales and service important factors with this California dealer-contractor who went "out to the sticks" and opened a store five years ago. Now does \$60,000 business

attract people; and as my list of contract customers gradually grew, they became over-the-counter customers in many instances.

"The electrical contractor really has the best opportunity in the whole field for selling appliances and general electrical merchandise, as I see it. The contract job gives him an intimate point of contact. He gets many jobs of wiring new homes. That gives him first chance at selling not only the fixtures for the house, but appliances as well; for most persons moving into new homes want new appliances. Not only does the contractor have the opportunity of selling these home owners before the straight dealers and others know of the customer's being in the market, but if he does the right sort of contract job, he has the person's goodwill and preference for future appliance and merchandise buying. Old contract customers are by far my best appliance customers."

Next to making it an extra point to see that all contract customers are satisfied to the extent of recommending the firm to their friends, Mr. Doran finds that the best thing for the promotion of business outside of contracting is frequent contact with customers.

An outstanding medium for accomplishing this contact is the method by which he features light bulbs. The shop sells upward of \$6,000 worth of light bulbs a year. Aside from being one of the most satisfactory small accessory lines, Mr. Doran declares that there is no point of contact between store and customer more profitable than over the light counter.

People in large numbers are brought into the store to get bulbs, because through experience and the firm's advertising, they have learned that they can almost always find any sort of light globe they want at Doran's.

The men who handle this item know lamps intimately. They make certain that the customer is getting the bulb best suited for her use, by inquiring as to the use of the globe. They know enough about the line to talk convincingly about it. It is a mistake, Mr. Doran finds, to put the less experienced sales people behind the lamp counter, simply because this line is easy to sell; for it is here that the firm comes in contact, often for the first time, with customers, and for that reason it is essential that the right sort of impression be made.

As a concrete illustration of how suggestive selling is done over the counter, a woman customer recently brought in a curling iron to have a minor repair made on it. It was just

at the opening of the active radio season. The salesman who served the customer knew her name and had known her long enough to talk with ease. In the course of conversation he asked her if she was ready for a new radio set, knowing that she already had one set.

"Well, I have been thinking of buying one for my maid," the customer replied.

In less than ten minutes the woman had agreed to take the set, providing it would function satisfactorily. Mr. Doran assured her that he would see that it did give perfect satisfaction, and the sale was closed then and there—all because the man who took in the fifty-cent repair job suggested radio. Washers, cleaners, irons, toasters, heaters—all such items are suggested freely to customers who come in for repairs and light globes.



Doran has "something to sell every day." He does not specialize in any one line. He makes money with radio—but he is primarily a contractor, and the contractor has the best opportunity in the whole field for selling appliances.

How to Keep Time-



THE weekly-payment cards are filed in a cabinet of compartments, numbered according to the days in the month and business days in the week. This file is gone over every morning.

WITHIN the past ten years changing conditions of business and selling have effected profoundly the electrical dealer. This is especially noticeable with respect to the time-payment movement. Not only must the present-day merchant compete against the increasing number of bids for the consumer's dollar from sources outside the electrical industry but he must meet the low terms inducements offered by those within the ranks.

In Tulsa, Okla., there is a contractor-dealer who thrives on monthly accounts and who solicits weekly payments.

"It's mainly a matter of the kind of collection machinery you use," declares M. L. Mason, treasurer of the Dodge Electric Company. "My concern favors the weekly system be-

cause it sounds better to say 'only 80 cents a week' than to demand \$3.50 a month and because with its present system it can keep these accounts up-to-date without undue expense."

What of the system, then, which has made possible the control of over 950 accounts, totaling \$20,000, at a maintenance and collection cost of not quite two per cent of this amount and which has cut time-payment losses to three-quarters of one per cent?

When a sale is made on the time purchase plan, the name and address of the buyer and the terms of sale are at once typed by the bookkeeper from the store or salesman's order onto a permanent card-record form. If the payments are to be made monthly, the card is filed in a hori-

zontal filing system drawer under the date on which the payment falls due. If it is a weekly payment arrangement then the card is filed under the day of the week on which the purchaser agrees to remit or drop in and pay the cashier. The accompanying illustration tells the story.

Notice, on the monthly cards, that each account is numbered and that all the due dates are typed when the card is first made out. Notice also that the day of the month on which the payment falls due is given a prominent position before the customer's name.

At the bottom of this drawer will be seen the index headings for the weekly customers—"Contracts Due on Monday," and so forth.

When a payment on account is received the bookkeeper checks the

e- Payment Collections

Up to Date


customer's card in the proper space provided thereon.

"But it's collections that need watching, not records," Mr. Mason emphatically declares. "Here, in my opinion, is where most merchants stub their toe," he says. "I place this responsibility on one man. It comes before all else with him and takes the first three hours of his day. The rest of the time he spends on the floor or servicing."

Here is how this "watch dog" operates. He has a filing cabinet of forty-two compartments all his own. Thirty-one of these pigeon holes are numbered according to the days of the month. Six are labeled to correspond with the business days of the week. Then he has a 3½ x 8 manilla collection card form, one for each delinquent account.

The first thing this man does every morning is to review all the horizontal account cards of two days previous on monthly payments and of the preceding day on the weekly customers. When he comes to a card which does not bear the "paid" notation of the bookkeeper he fills out one of his "overdue" manilla forms and proceeds to telephone the delinquent. If this overdue customer promises to come in at once or on the next day he so notes on his special card and files it ahead in his cabinet under the promised date.

Having disposed of the new tardy accounts Mr. Collector then steps to his cabinet and takes out his cards for that day and date. These are checked with the permanent, horizontal card record to see if remittance has been received. If the account has been brought up to date the "past due" temporary card is filed in a special lower pigeonhole for future reference as to that customer's paying habits if need be. If, however, the account is still overdue, our friend again telephones or, if it is of longer standing than ten days, makes a personal call to find out what is the matter.



18 Higgins, J. F. 512
10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31

18 Jones, R. E. 408
10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31

18 Kline, W. D. 172
10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31

18 Lister, J. M. 50
10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31

18 Mason, W. D. 181
10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31

18 Quinn, J. 114
10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31

18 Smith, J. 81
10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31

18 Thompson, W. J. 13
10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31

18 Warren, R. 368
10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31

18 Wilson, J. E. 530
10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31

18 Wood, J. S. 528
10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31

18 York, J. 432
10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31

18 Zane, J. 172
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18 Adams, J. 512
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18 Baker, J. 50
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18 Carter, J. 181
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18 Evans, J. 114
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18 Foster, J. 81
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18 Gibson, J. 13
10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31

18 Harris, J. 368
10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31

18 Ives, J. 530
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18 Keith, J. 528
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18 Lester, J. 432
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18 Martin, J. 172
10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31

18 Nichols, J. 512
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18 Olsen, J. 50
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18 Parker, J. 181
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18 Reed, J. 114
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18 Scott, J. 81
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18 Taylor, J. 13
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18 Turner, J. 368
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18 Vance, J. 530
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18 Webb, J. 528
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18 White, J. 432
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18 Wright, J. 172
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18 Young, J. 512
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18 Ziegler, J. 50
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18 Zimmerman, J. 181
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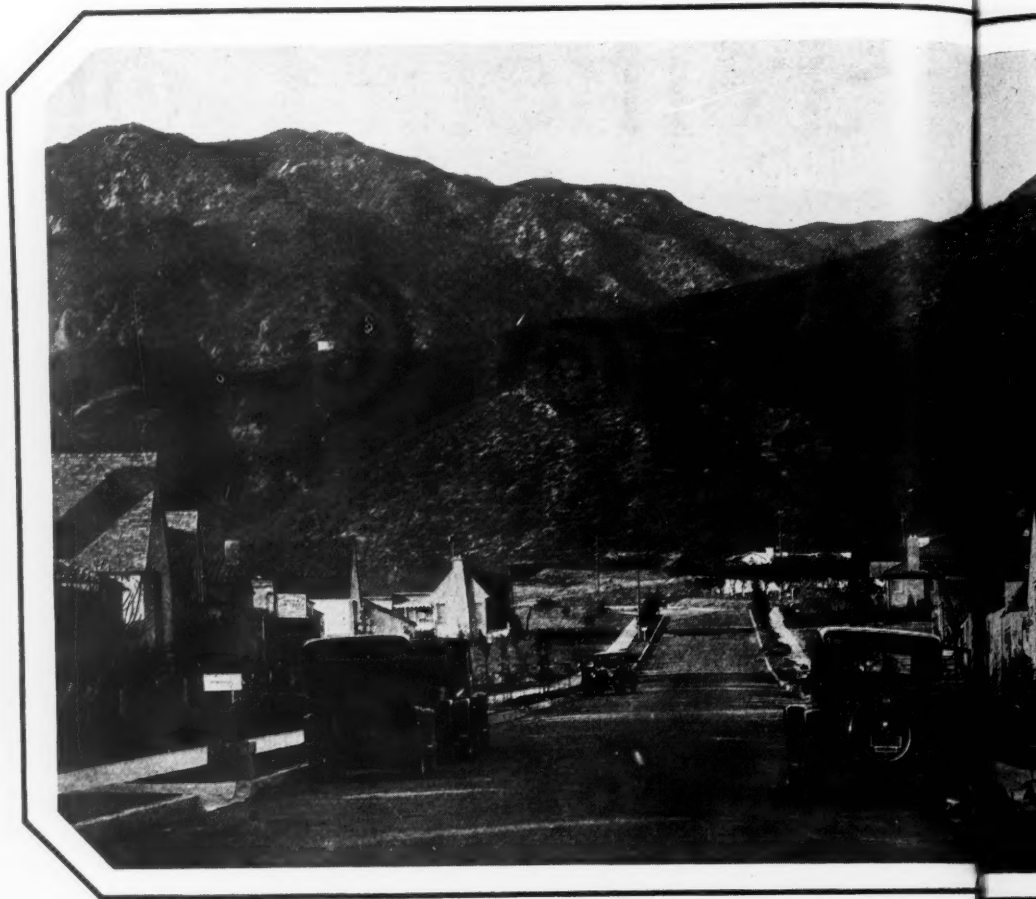
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*The architect must be sold.
He is the avenue of approach
for the better class homes.*



Every Home on This Block B

THAT the contractor-dealer, in rendering a complete electric service to the community, is logically the person to make money from the sale of electric refrigerators is the opinion of D. D. McFarlane, sales manager of the Newbery Electric Corporation, Los Angeles. This enterprising electric shop has carried electric refrigerators for more than two years and, from its own success in this field, is in a position to point the way to others in the refrigerator field.

The first task for any dealer taking on a new line is to advertise and this the Newbery company did, setting the arbitrary figure of \$5 in advertising for every refrigerator sold. It was assumed that the first month's sales would amount to at least ten refrigerators, so the allowance of \$50 was made for the initial announcement.

The results from this policy have proven so satisfactory that the ratio has been maintained and \$5 has been expended for every machine sold.

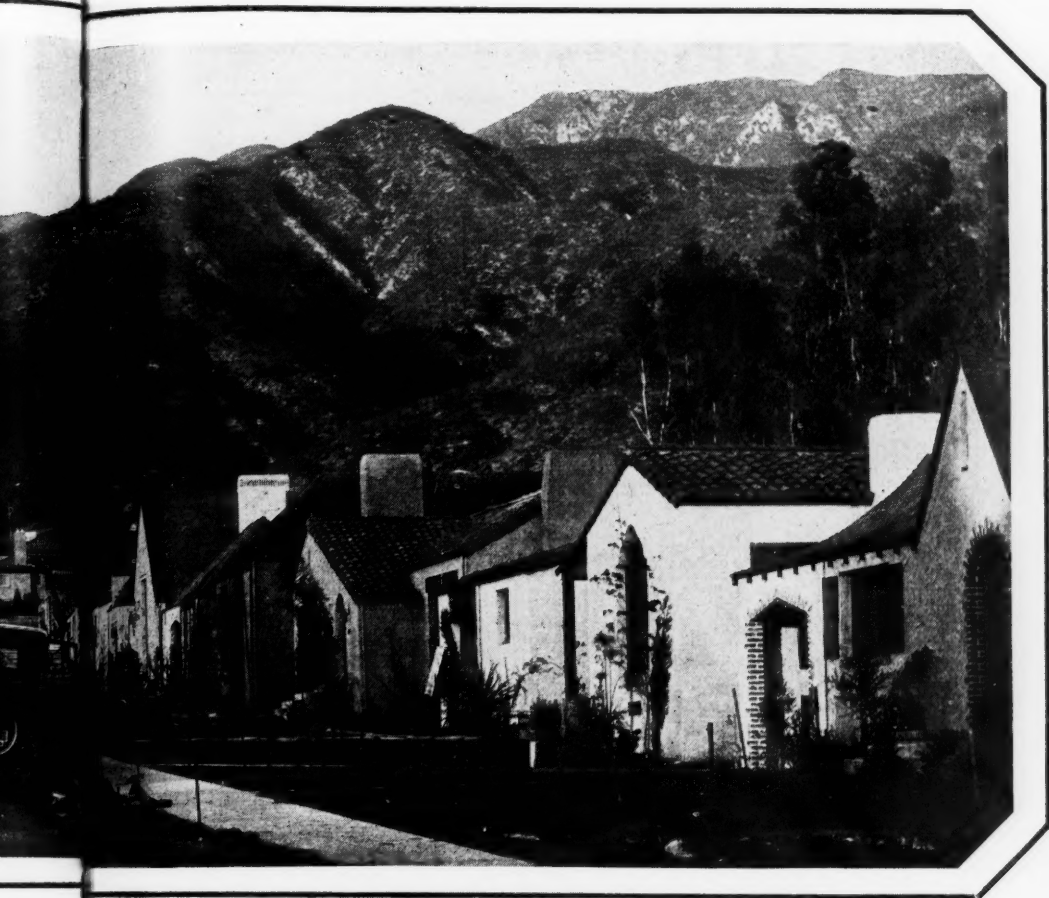
100 per cent saturation achieved in neighborhood by one dealer who

This means increasing space in advertising mediums, with a consequent increase in purchases in an automatically widening circle. The manufacturer has been persuaded to add an equivalent amount for every machine shipped into the territory.

Refrigerators are not a line which can be sold from the store and it next became necessary to organize a force of salesmen to handle the field work. The policy of the company is against house-to-house selling as a wasteful method of merchandising, but it was recognized that a staff of specialists was needed to follow the business to its lair, as it were, and to bring home the pelt. As a consequence, a class in electric refrigeration was organized and a corps of men schooled in this department of selling. The importance of refrigeration in the home as a measure of

health convenience and economy was stressed, and then above that, the advantages and low cost of electric refrigeration. The salesmen were paid on a salary-and-commission basis.

The builder of a new home was looked upon as the best prospect for an electric refrigerator and special attention was paid to the architect and to the home building company. Contrary to some other lines of electrical equipment, the architect is here a good avenue of approach, for the reason that most of the better class homes pass through his hands. As the initial cost of the electric refrigerator means that its market is confined very largely to people owning this class of residence, the contact with the architect is very valuable. Many individual leads have grown out of these visits.



The builder must be sold if the average new home is to be refrigeration-equipped.

k Bought Electrical Refrigeration

sells architect, builder and owner;
—greater salability of homes equipped

The building company is in the other class of those who are building for sale or rent. A good line of approach here is the greater salability of homes with modern conveniences. Letters and circulars were first sent to these prospects announcing the fact that the firm was handling an exclusive line of refrigerators, followed up by a personal call from a salesman. The installation of the initial refrigerator in homes of this calibre of course required considerable missionary work, but one builder was at length converted to the extent of permitting machines to be installed in a small group of homes under construction.

The salesmen of the real estate company found this equipment such a telling argument in making sales that it was not difficult to persuade the firm to make an electric refrig-

erator a standard feature of all new homes built. This company purchased ninety-one machines from the Newbery Electric Corporation, and installed them in a single block of homes. These were put in at the rate of ten a month, as the homes were ready. The residences were of the type to sell for \$12,000 to \$15,000 when complete.

All this, of course, made very good advertising for the Newbery company, which placarded each house with the notice that it was equipped with an electric refrigerator unit. Since that time this same firm of builders has opened up a new tract of land and is building homes, in each of which an electric refrigerator from the Newbery Electric Corporation is a feature. Other builders have also followed the lead with orders on a wholesale sale.

The apartment house offers another field for developing a large order business and this also has been followed up by the Newbery salesmen. The argument which brings the best results is the greater ease in renting apartments which results from the installation of electric refrigeration. Here again success with one landlord has helped to sell another, so that an excellent business has been built up.

Building permits are also followed up, timing the call on the customer about the time that the home is nearing completion. This has not only developed many individual prospects for electric refrigeration, but has led to the sale of considerable other electric equipment as well. In one case in which the electric refrigerator salesman called on such a prospect, he sold not only a refrigerator, but also a complete installation of fixtures, a washing machine, an electric ironer, a radio set and a kitchen unit. The total sale reached the gratifying figure of \$4,000.

What Radio Means to the Central Station

Load-building from home entertainment—
Estimated revenue of \$1 a month per set

Central-station commercial men are interested in radio today as both merchandise and as a builder of revenue. To get an approximate figure on the load-building character of radio, "Electrical Merchandising" addressed a number of central-station executives asking for any facts and figures they had gathered on this topic. Selections from the letters follow.

\$1 a Month from Radio Use a Conservative Estimate

By Arthur Williams
Vice-president
New York Edison Company
New York City

IT would be difficult, if not impossible, to give any "facts or figures" as to the extent to which the use of the radio influences central-station income. In my own mind, as a figure reached after a good deal of consultation, I estimate that the average revenue from battery service and increased use of light is not less than one dollar monthly for each radio set. In my own case, personally, this is probably less than one-third or one-fourth of the actual cost. Our radio experts, who are more familiar with this field, think this figure is conservative, if not relatively low as an estimate.

Quite irrespective of figures, there can be no question, I think, that the radio offers a very desirable source of revenue, either in charging batteries or its direct connection with the lighting circuit, and in the added use of light by the home consumer. The general character of radio service has improved greatly.

The time will certainly come, in my opinion, when each night the air will offer entertainment and instruction at least equal to that obtainable anywhere else.

In addition to quality, there is the wide selection which gives a degree of

variety unobtainable in any other way. One can pick a program here and there, even going to different cities for what one wishes to hear, either instruction or entertainment.

Showing the influence of the radio on extending the use of light farther into the night, we have broadcast three radio plays beginning at eleven o'clock or a little later; one result was at least one thousand letters of commendation from our audience, and, remembering the estimate of radio authorities that one person in ten thousand in an audience writes a letter, you can get some idea of the degree of "listening in" that goes on after eleven o'clock on these occasions.

Light Used Longer Hours Than Formerly

By Charles J. Russell
Vice-president
Philadelphia Electric Company,
Philadelphia, Pa.

IN reply to your letter of January 11 upon the subject of radio as a load builder, I want to advise you that we have had a great many tests made of the various devices on the market and it would appear to me they are quite important devices as a load builder.

We are, as you know, selling this apparatus with very satisfactory results. The question of greater use of electric light is rather difficult to prove through any tangible figures. We do know, however, that there can be no question that the radio does call for the use of light over longer hours than before.

Sale of Sets Brings Returns in Profit and Public Relation

By H. A. Brooks
Commercial Manager,
Potomac Electric Power Company,
Washington, D. C.

WE ARE not in a position to state, in definite terms, the effect of radio in Washington. We have, however come to a rather definite conclusion in the matter of A and B eliminators which is that with our present

retail rate of 64c. per kw.-hr., one of these devices will of itself increase the customer's bill between 90c. and \$1 per month.

As to the effect on the current consumed for radio purposes there is little doubt but that the use of radio has resulted in an increase, but there are so many factors in the residence situation which will result in increased current consumption that in my opinion it is purely a matter of an educated guess as to how much of the increased consumption is due to radio.

Answering the last paragraph of your letter, I believe in radio as a load builder and judging from our experience in Washington, the sale of radio sets is desirable both from the standpoint of merchandising profit and also from the standpoint of good public relations.

Radio Gives Desired Diversity of Merchandise

By E. W. Lloyd
Vice-president
Commonwealth Edison Company,
Chicago, Ill.

WE are very much in favor of pushing radio as a load builder because ultimately it will be one of very respectable proportions. We sell quite a large amount of this apparatus in our shops every year and we believe, if this material is designed properly, it is a good adjunct to the electric shop general line.

What electric shops need nowadays is more diversity of merchandise in order to have the same customer purchase more frequently every year. Part of the trouble with the merchandising business is the fact that people buy a toaster and an iron and do not buy another electrical device for several years. If we could increase the number of articles of electrical merchandise for use in the home, we would sell more articles per customer and would have a better load factor, thereby reducing our overhead.

Twenty Kw.-Hr. per Month from Socket Power

By C. E. Greenwood
Superintendent, Appliance Department
The Edison Electric Illuminating
Company of Boston, Boston, Mass.

WE have not tried to ascertain through "facts and figures" the increase in our income through the influence of the use of radio sets, or battery charging.

You probably know that we were in the radio business for several months and quit more than a year ago. Last fall we decided to sell rectifiers and socket powers. At the time of the proposed selling, I was surprised to learn that manufacturers of the socket powers had sold so many—in metropolitan Boston there are a few thousand on our lines.

We estimate an average use of twenty kilowatt-hours per month on one of these sets and almost all of them are used on our 8½-cent rate.

After the "valuator" has set a trade-in price,

CUSTOMER NO. 1

gets a new washer and turns in her old one—



And the old washing machine

is refinished and later sold to customer No. 2, below—

"Valuator" can make trade-in business Profitable

THE Beatty Washer Store, Hamilton, Ont., averages twenty allowance deals a month on used washing machines. It has disposed of all trade-ins to date, generally at a slight secondary profit. There are a number of contributing causes, the most important being the check against losses which its "valuator" system makes possible, according to branch manager W. J. Martin.

"There is a strict rule that I alone may name the amount of the trade-in allowance. For its effect on the prospect I am, in this capacity, referred to as 'our valuator,'" Mr. Martin explains.

This procedure, it appears, has these advantages:

It gives the salesman time to inform the valuator concerning the minimum offer that will be acceptable. It creates an opportunity for a trained man to meet the prospect, examine the used washer and quote a profit-permitting allowance. It leaves the door open for a "closing" call from the boss. It centralizes responsibility for used stock inventory.

A Receptive Used-Washer Market

Martin states further that he has found the market in Hamilton, Canada, for good second-hand electric washing machines a lively one.

This he attributes to the fact that the allowance he grants the original owner is small enough as to permit reconditioning the used machine at a price well within the bargain value limit. His men often locate prospects who, while they might be able to manage the purchase of a new washer on time, simply will not do so. This class prefer to buy a used article and are firm in their stand not to spend over \$50 for such a device. This demand has absorbed his trade-ins as fast as they could be conditioned.

The allowance varies from \$5 the value of the motor, for an old

"orphan" to \$35 for a Canadian-built model of recent date. If the prospect thinks the valuator's figure is too low Martin puts the facts in the case squarely up to her in this manner: "Very well, madam, may I suggest in all sincerity that you advertise your machine in the newspaper and if you obtain a responsible buyer I will gladly take over the account and allow you the amount of your offer."

"It is seldom she gets her price but I am just as well pleased if she does although my men have plenty of customers for washers at \$40 and under—reconditioned and backed by a responsible firm," says this Canadian merchant.

"If the dealer will equip to recondition his used washers and if he will, in every instance, personally grant a reasonable, but safe, allowance he will make money on each trade-in transaction and will rarely do himself out of the sale of a new machine to the buyer of the used one. "I have yet to encounter," concludes Mr. Martin, "an embarrassing merchandising situation caused by my accepting a ratio of one trade-in to ten new sales. This I attribute to the fact that I have always followed the preceding principles."

With the trade-in on washers taking a place in washer sales this valuator idea merits real consideration.



CUSTOMER NO. 2

who gets the old washer after it has been refinished, is invariably of a class which would never buy a new washer. There is an active market for good second-hand machines, Mr. Martin finds.

"We Fixture People Must Create *New* Business"

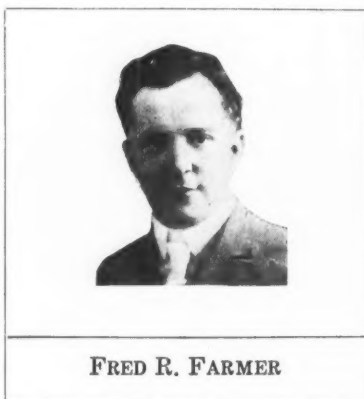
Today the American public is spending freely, but fixture trade faces competition of other merchandise. The great need is for educational publicity

By FRED R. FARMER

*President, Artistic Lighting Equipment Association;
President, Beardslee Chandelier Manufacturing Company, Chicago*

THE success of any restaurant depends principally upon the quality of its food and the character of its service. I don't mention price, because it is possible to run a successful restaurant whether you serve coffee at five cents per cup or at twenty-five cents. More customers, and a lesser margin, generally at the lower price—and a longer margin and fewer customers at the higher price. But whatever your scale of prices may be, and whatever class of patrons you cater to, your success will depend largely on the quality of food and the character of your service.

In a restaurant, the preparation of food and the serving of it are under the same management. But in the lighting-equipment industry, the kitchen and dining rooms are separately owned. The manufacturer of lighting equipment owns and operates the kitchen. The dealer in lighting equipment owns and operates the dining room.



FRED R. FARMER

Both sell to the same patrons—the dealer directly and the manufacturer indirectly.

The market they have is the so-called "average American." Now let's make a survey of him. He has a general education that stacks up well with that found anywhere in the world; good clothes; good furniture; a good house; a car or a Ford; a radio; a piano; a girl in high

school, and a boy in college. His wife belongs to a bridge club and to the library society.

As for himself, he is a Kiwanis, Lion or Rotarian, belongs to a lodge or two, reads the sporting page first, the stock reports next, and isn't particularly curious about the day's crime news. He fusses a lot about business, the high cost of living and taxes, but manages to add a little each year to the stocks and bonds he owns.

He is used to the good things of life and is the head of a family that has been educated to expect the best. He can be sold when offered what he wants, and can be made to see that he wants what he is offered when he really wants it.

He is being offered hundreds of things all the time, and so the manufacturer, and the dealer in lighting equipment are finding competition keen. If they would sell Mr. Average American, they must find some way to make him want artistic lighting equipment. Make him want it and to know that he wants it.

Competitors for the Family Dollar

If we could divert to the lighting equipment industry a small part of the vast sum of money the average American spends each year for automobiles, for new house furnishings, for radio, for amusements, we should have more business than we could handle with our present facilities. Our most dangerous competitors are to be found *outside* of our industry, not within it. The man who has just spent a thousand dollars for a new car is a poor prospect for new lighting equipment, but if we can make him feel that new fixtures for his



The man who has just spent a thousand dollars for a new car is a poor prospect for new lighting equipment. But if we can make him feel that new fixtures for his home are more important than a new car, there will be more money for the fixture industry to divide.



When we go out and win new customers, we have accomplished something worth while. But so long as we merely compete among ourselves for the business that already

exists we are just playing poker. Some of us may accumulate more chips, but the number of chips to be divided among us remains the same.

home are more important this year than a new car, we increase the gross receipts of the industry and the larger the gross receipts the more money there will be to divide among us.

When we go out and win new customers for lighting equipment we have accomplished something worthwhile, but so long as we merely compete among ourselves for the business that already exists we are just playing poker. Some of us will accumulate more chips than others, but the number of chips to be divided among us remains the same.

The big problem of the lighting equipment industry today—a problem which can be solved only by the closest kind of co-operation between manufacturers and dealers—is how to arouse in the minds of the buying public a mental attitude toward lighting fixtures similar to their mental attitude toward wearing apparel and automobiles.

Many Fixtures Are Already Out of Style

Clothes and automobiles that are still serviceable but not up-to-date in design, cry aloud for replacement. The wearer of such clothes and the owner of such an automobile is continually conscious of the fact that his raiment and his car proclaim their age. He needs no urging to replace them. Lack of money may delay action but the urge is always there whispering to him "new clothes" or "a new automobile," but never by any chance "new lighting fixtures."

The average man and woman are not lighting fixture conscious. They don't think about lighting fixtures. We must make them think. No one ever buys anything without first thinking about it. To make one open

his purse you must plant an idea in his mind and cultivate it until it ripens into desire. When the desire for a thing outweighs the amount of money it costs to buy it the sale is made.

Our problem then is fundamentally the problem of making people think about lighting fixtures—of making them desire new lighting equipment for their homes more than they desire any of the many other things that tempt them to part with their money.

The American Family Can Buy What It Wants

As I said before, Mr. Average American is able to buy what he wants, but something more than the ability is needed, he must have an appreciation of the value of good lighting equipment and of what constitutes good taste and appropriateness. Our tastes are formed by the opportunities afforded us to learn, and while vast sums of money have been spent by manufacturers and dealers to teach the buying public to appreciate the fine points of automobile design and construction, the

beauty and sanitary advantages of porcelain plumbing fixtures, the charm of hardwood floors, the food value of bananas, the lighting fixture industry has done practically nothing to aid the public in acquiring a better knowledge and appreciation of what constitutes good design, appropriateness, quality and value in lighting equipment.

To the man or woman who really knows lighting equipment the cheap fixtures do not appeal. But if a customer cannot appreciate the difference in value between a cheap cast fixture and a hand-wrought one, even tho' he be well posted on rugs, furniture and wallpaper, why should he pay more for the one than the other?

Public Must Be Told

The ignorance of the public regarding those features of lighting equipment, design, material, finish and workmanship, retards the growth of the industry. As the Average American becomes better informed, he will demand better lighting equipment, but no one is born with a knowledge of art, music, literature—or lighting equipment so it seems to me we have a job at hand.

The dealer and the manufacturer are directly and indirectly serving the public. This problem is a joint one—one that must and can be accomplished only by the utmost co-operative effort.

Co-operative advertising—that relatively new development in selling methods is a growing force in sales promotion. It means, of course, advertising the product rather than the producer.

Competition for the business of Mr. Average American as I have pointed out, is now competition between products, not producers, as the

(Continued on page 132)



Automobiles and clothes that are still usable but are not up-to-date in design, cry aloud for replacement. The owner needs no urging

to replace them. But the average man or woman is not fixture conscious and will keep the old fixtures long after they are obsolete.

How a Dealer Made \$



Ontario dealer who pushes refixturing, rewiring, home electric maintenance, appliance servicing, converts vases, sells gift lines, etc.

commensurate with his overhead and selling expenses. Converting old lamps into electric portables, for example, brought in \$1,600 in business with a gross profit of \$896. "The public looks to me,"

he declares, "as the logical man to attend to its odds and ends of electrical servicing. Sensing this situation when I opened shop, I at once set about to cultivate and enlarge this market."

A two-column advertisement once a week in the local paper and *personal attention* to every job—be it ever so small—did the trick. Here are two examples of the newspaper copy:

"We repair everything electrical. Special machinery for wiring and drilling porcelain vases."

"See our wonderful line of electrical and brass goods. Buy from an electrical dealer—it pays."

The wisdom of Stevenson's policy and the story of sales and profits on ignored lines is clearly presented by the accompanying table.

"I have been in the electrical business fifteen years and am perfectly familiar with the arguments

MARCH first, 1927, Harry Stevenson will have been in business as a contractor-dealer in the thriving town of Chatham, Ontario, trading population of 18,000, just seventeen months. He started with a cash capital of \$900. Last year his gross sales were \$29,000. Thirty-eight per cent of this volume or \$11,100 came from home maintenance, service work, gift lines, lamp shades, etc., and thirty per cent of the remainder was the result of contacts established through this side line and service activity.

This business, which fits logically into the contractor-dealers' business and yet is often neglected or ignored, includes converting vases and oil lamps into electric lamps, repair

jobs, selling merchandise allied to the electrical industry, refinishing metal goods, rewiring and refixturing. Many dealers regard these lines of endeavor as unimportant or as a source of trouble and loss instead of gain. But Stevenson claims quite the contrary.

Good Mark-Up

He is enthusiastic about these lines. They are of such a nature, he claims, as permit the merchant to figure his own mark-up. Thus, unlike the major appliances on which the selling price is generally established by the manufacturer—or the contracting business with its sharp price competition, Mr. Stevenson can establish a gross margin

le \$5,238 Extra Profit

from side lines and service

advanced against these so-called side activities," says H. J. "Too fussy," "Time consuming," "No margin," are some of them. My answer is that these lines are 'fussy' but I can afford to be fussy when over half my income is at stake. Yes, it does take time and right here let me reiterate that a man must organize his affairs so that he can give this matter of contact with the public on intimate jobs his personal attention. It's no business for a big concern. The third objection is answered by the accompanying table.

"Any Man Can Get His Price"

"On most of this work there is no basis for price comparison. It's a question of selling the commodity of expert knowledge and craftsmanship. Any man with the courage of his convictions and a couple of ounces of salesmanship can get his price."

Because of the opportunity for other profitable business which any form of prospect contact leads to, Stevenson accepts every little job which comes his way. He loses money on some of these but gets it back on others so that his average margin is satisfactorily ample. Thus we find him repairing toy motors or giving serious attention to the long-winded tale of some old lady concerning her iron cord.

This business not only leads to profitable store sales but gives him an opportunity to get into the home,

calling for an old vase for example, where he proceeds to check up, mentally, on the outlet facilities and ap-

1. It is not necessary to tie up much money in stock. Stevenson did this \$11,000 business at an average

The Profit Picture of Service and Side Line Opportunities

	Year's Volume	Gross Profit
Converting vases and oil lamps to electric ¹	\$ 1,600	\$ 896.
Repair jobs	2,200	924.
Brass goods and novelties . . .	1,400	840.
Refinishing metal goods ²	280	140.
Unique decorative shades . . .	1,320	752.
Rewiring (chiefly adding outlets)	2,600	1,040.
Refixturing ³	1,700	646.
	\$11,100	\$5,238.

Average net profit on these lines: 15 per cent

¹Includes the sale of decorative shades and incandescent bulbs.

²Includes sale of refinished second-hand fixtures.

³Includes small allowance for old fixtures.

pearance of fixtures. A few tactful remarks and an opening for a substantial sale has been created.

Low overhead, in addition to wide margin, is another favorable factor with neglected lines. This, briefly, is due to these reasons:

inventory, special tools, fittings, supplies, novelties, of \$1,600.

2. Little paid publicity is needed—reputation as a specialist and in-the-home contact is sufficient.

3. There is no comeback or free servicing problems.

4. No salesman's commissions.

The Price of the Average Conversion Job Is \$5.50

Referring to the customary "conversion" job, Stevenson estimates his average price at \$5.50. A high-quality steel drill, a drill press and a set of taps, dies and reamers covers the tools required.

But you must have an advantageous working agreement with a good wood turner and with an electroplater if you would make the most of your opportunities for building good will and profitable volume on these lines the other fellow ignores, is his conclusion.

ELECTRICAL SERVICE

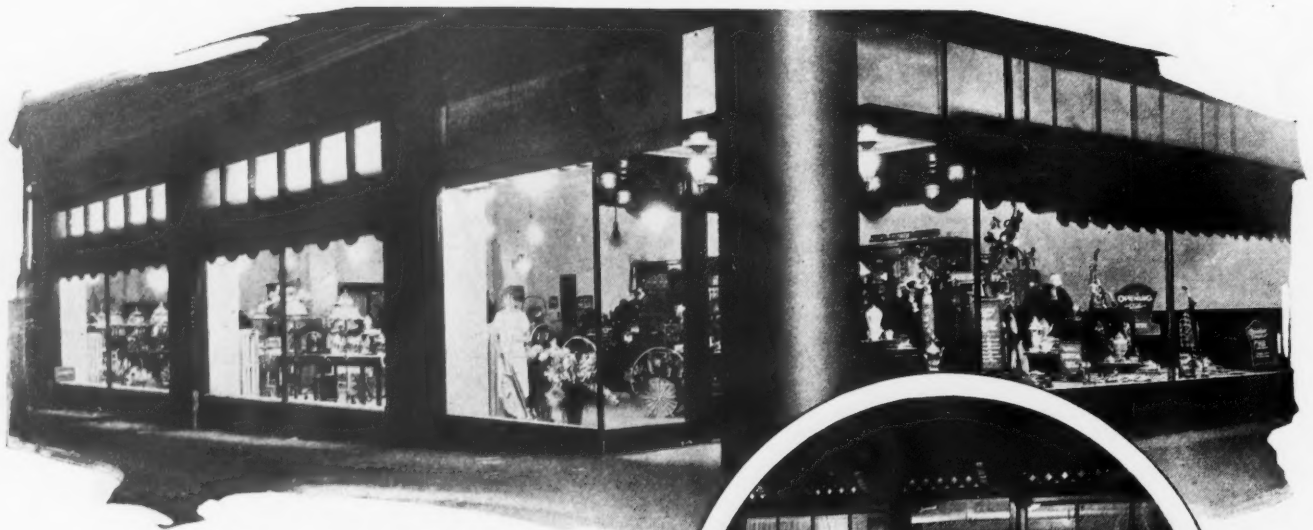
We Repair Everything Electrical.

Special machinery for wiring up and drilling porcelain Vases.

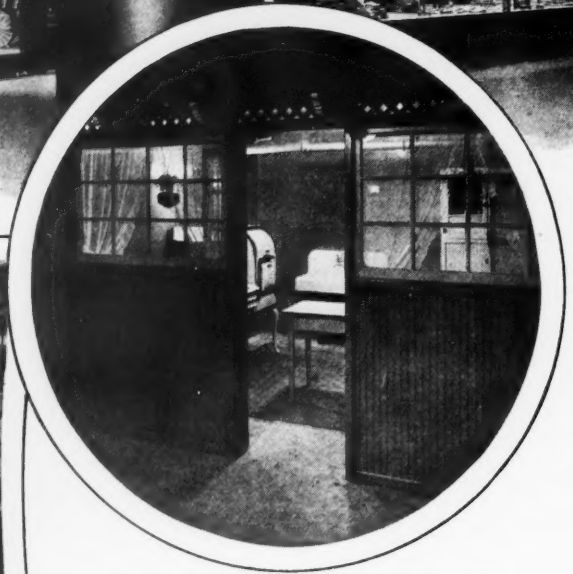
THE STEVENSON ELECTRIC

"Just Around the corner on 5th St."

Small advertisements such as this paper, is all the paid publicity one, run once a week on the needed to capture the odds and woman's page of the local news- ends business says Stevenson.



Brilliant illumination makes show window of the whole display room.



A model kitchen for demonstration of equipment to housewives has been installed in the basement.



"You Are Invited" Brings 12,000 Potential Buyers

The main show room of the Southern Colorado Power Company offices recently opened at Pueblo, Colorado.

Twelve thousand people attended the opening and a list of ten thousand names was secured by means of regis-

tration cards. The large windows permit a good view of the interior of the store, especially when illuminated.

Merchandising the Opening of a New Store

How the Pueblo lighting company made an event of enlarging its merchandising activities and 12,000 customers responded

TWELVE thousand people registered at the recent opening of the new sales rooms of the Southern Colorado Power Company at Pueblo, Colorado, which means twelve thousand friends for the enlarged merchandising department of the company and an equivalent mailing list for future circularization.

In addition to the main appliance show rooms and display windows on the main floor, a model kitchen is provided in the basement. Here also is a recreation hall for employees which will also be used for sales meetings, classes, and monthly meetings of various departments. A special feature has been made of the lighting, both within and without the building.

The main floor occupies 6,120 sq.ft., with a space 30x50 ft. set

aside for the display of appliances. Back of the display space are the cashier, accounting department, and contract clerks, and in the rear of the building are the general offices.

At one side of the main room are the show cases for displaying lamps and small appliances.

The brilliant illumination of the entire store at night makes a show window of the whole display room. This is because the windows are large and spacy and permit a very good view of the interior of the store.

Lamps have a prominent place in the windows, and directly behind them, is a display of washers and vacuum cleaners.

There is plenty of aisle space between the various displays and the general effect on the mind of the visitor or customer is one of good

WHEN the Southern Colorado Power Company opened new sales rooms in Pueblo, it—

- (1) Advertised it in the local papers,
- (2) Sent out special invitations,
- (3) Registered those who attended.

Because of this last feature, a valuable list of prospects was secured.

lighting, up-to-dateness and orderly arrangement.

Invitations to the opening were sent out to all customers of the company and were also distributed to street-car patrons. In addition, a formal announcement was put in the newspapers. Preparations were made to take care of an attendance of 5,000 on the opening day, but the public interest exceeded all expectations. How many were actually present it was impossible to estimate, but when the event was over, it was found that 10,000 names had been signed to the little registration cards.

These cards were passed out to all visitors. They read:

The Registration Card

To Our Patrons:

We appreciate the honor of your presence at our formal opening. The displays of standard, high class appliances have been arranged for your benefit, so just feel free to ask questions or request demonstrations. New electrical inventions are greatly simplifying the work of the modern home.

We want to serve you by furnishing facts and full details of these conveniences, so please enroll with us to aid in our educational campaign.

*Southern Colorado Power
Company*

To this the visitor signed name, address and phone number. This information will undoubtedly prove valuable when future merchandising campaigns are contemplated.

The Value of the Publicity

This excellent response to the company's invitation was due to the fact that widespread publicity was secured. The newspaper advertisement, the street-car invitations and the personal invitations by mail all combined to carry far and wide the news of the opening.

You Are Invited to the Formal Opening



**of Our New Appliance Sales
Department**

Corner of Fourth and Main Streets

Saturday, Sept. 11th, from 12 to 10 p. m.

You are cordially invited to attend and bring your family and friends.
There will be a demonstration of all the latest electrical devices for the home. You will be interested in the model kitchen where you will find every electrical help—the kind of kitchen that every woman wants for her own home.
The displays will interest you—you will enjoy the music, the refreshments, and everyone will receive a souvenir of the occasion.

Southern Colorado Power Company

We Hope
You Will Accept
Our Invitation

We Want All Our Customers to Get Acquainted With Our
New Home.

To Our Patron:

No.

GIFT COUPON

Please send me one of the appliances shown on this coupon.

SOUTHERN COLORADO POWER CO.

This is your SPECIAL INVITATION as a DIRECT OR PATRON TO ATTEND THE PUBLIC OPENING OF OUR NEW OFFICE AT FOURTH AND MAIN STREETS, TODAY, (SEPT. 11), BETWEEN THE HOURS OF 12 NOON AND 10 P. M.

THERE WILL BE DISPLAY ALL THE LATEST IN HOME TRIAL APPLIANCES AND A DEMONSTRATION TO SATISFY YOUR OWN EYES.

FILL IN YOUR NAME AND ADDRESS AND RETURN THIS CARD BY MAIL. THE PRIZES IN OUR OFFICE ARE TOO VALUABLE TO LOSE. ON A CHANCE OR A CLEVER GUESSING EXERCISE YOU WILL WIN ONE OF THE LATEST STREET CAR PATRONS. DRAWING AT 4 P. M. THURSDAY SEPTEMBER 10. NO NEED TO BE PRESENT TO CLAIM YOURS.

NAME _____ ADDRESS _____ PHONE _____

RESIDENCE _____ BUSINESS _____

The Art Service Bureau at the SOUTHERN COLORADO POWER CO. Complete Prompt Attention to Every Customer

You are cordially invited to attend the formal opening of the new branch offices and appliance sales department of the Southern Colorado Power Company

Colorado Building
Corner Fourth and Main Streets
Saturday September 11th
12:30 noon to 10:00 p. m.

If complete lists of the latest electric appliances and their uses, drawings and literature please write or telephone.

Dinner Refreshments Music

How the Southern Colorado Power Company gave publicity to the opening of its new store. Newspaper advertisements, personal invitations, and cards distributed to

street-car patrons were used. The names and addresses of those attending the opening, 12,000 in number, were secured by means of the card at the top, at right.

"Can You Advise Me on This?—"

Questions and answers on electrical business and selling problems

Is a Trade Acceptance a Promissory Note?

Is a trade acceptance in any legal respect different from a promissory note or a draft? Doesn't the fact that it is freely negotiable mean that the buyer who gives one before he has fully tested out his goods, may find himself required to pay his bill even when he had a good defense against making such payment?

THE man who signs a trade acceptance should understand clearly the risks he is taking if he signs it before he *knows* that the merchandise for which it is given is in accordance with the contract.

A certain electrical dealer signed a contract to act as agent for an Eastern radio company. The terms of the deal were clearly set forth in the written contract—if the buyer read it. The salesman, however, told the buyer that he had five days to examine the radio and decide whether he wanted to go through with the deal. That seemed fair enough, so the buyer signed the contract, which *did not* contain anything about the five days.

At the same time the buyer, ignoring the fact that he wasn't to make his mind up about the deal until after the five days' inspection, signed a trade acceptance which was attached to the bottom of the contract.

The radio came, and was found unsatisfactory. It was returned within the five days, and notice was given to the radio company. Whereupon the latter wrote the buyer the following:

Here the trade acceptance did the

We dated your trade acceptance which you tendered us in payment of your order and sold same outright to a local finance house of this city, securing a cash payment of your account, and inasmuch as your account is balanced on our books

and we have no further financial interest in same, your account now rests with the holders of your paper. . . . We will under no conditions accept the return of this merchandise for credit. The shipment you returned has been refused by this company and is now resting on hand at the American Railway Express Co. of this town, refused, which will be subject to your risk and expense.

whole thing. If the buyer here had bought the radio on open account, subject to inspection and approval, as he should have done, he could have returned the set without approval, and the radio company would have had to prove that its goods were all right before it could recover. But with the convenient little trade acceptance in its hand, all it has to do is to endorse it over to some convenient "finance company" and the buyer could yell his head off over the worthless merchandise, the "finance company" would still be able to collect the trade acceptance.

The buyer can bring suit against the radio company, but law suits against people a thousand miles away are not profitable.

Usually the "finance companies" to whom trade acceptances and promissory notes taken in this way are endorsed are fakes—the seller of the merchandise under another name, but this cannot always be proved.

Refuse to sign *anything* until you have tested the merchandise.



Trade Commission Cannot Give Legal Advice to Business Men

Can a group of business men who fear that they may be transgressing one of the Federal laws, such as the Clayton Act or Sherman Act, write to the Federal Trade Commission at Washington, stating the situation or conditions which they fear may be illegal and receive from that body advice showing what steps they should take to avoid illegality of business action?

It seems to me that such a service of advice to business men would be extremely valuable.

WILLIAM E. HUMPHREY, a member of the Federal Trade Commission, writes to *Electrical Merchandising* in answer to your question as follows:

"I regret that the law does not permit the Federal Trade Commission to give advice in advance as to whether contemplated steps would be illegal. The farthest that we have ever gone along these lines is in some instances where we were satisfied that contemplated action would be in violation of the law; we have issued complaint promptly so as to

prevent consummation of such violation.

"Some concerns, however, have filed with us a statement of what they intended to do and while we could not in any way give any official opinion, in case any question thereafter arose, it would be rather convincing evidence that there was no attempt to deceive the public or keep their transactions secret from us."

Shall a Contractor Add Appliance Selling?

Would you advise a concern just starting in, to attempt to do both contracting and merchandising? We have been told to stick to our contracting business. Several contractor friends insist that the day of the contractor-dealer is about over. What do you say?

WIRING and fixture contracting present very different problems to solve than retailing, yet the two can be very profitably combined. One essential is necessary, and that is proper organization. The man that tries to handle both branches is bound to run into difficulties. He should have assistance in the form of a partner or trusted employee, or he should incorporate with one or more members. Each branch should be run by a different individual. Certain advantages, however, can be gained by combining some of the operations of both branches under the same person. Particularly is this true of purchasing.

Profits in Appliance Selling Compared with Other Lines

Is not the average rate of profit earned in other lines of business considerably higher than that common in retail electrical stores? Have you any figures comparing the net profits of various kinds of retail business?

IN November, 1925, *Electrical Merchandising* presented the full results of a profit study of some 100 retail appliance businesses. About half the number were central-station electric shops which averaged a net profit of 3 per cent computed on retail sales. The independent electrical dealers studied averaged 4.1 per cent.

Compared with these rates of profit, the corresponding figures for the following lines, obtained from authoritative sources, are:

Retail grocers, 1.8 per cent; retail jewellers, 1.2 per cent; department stores, 2 per cent; men's wear shops, 3.4 per cent; furniture stores, 3.8 per cent; hardware stores, 0.5 per cent; shoestores, 1.9 per cent; drug stores, 6.4 per cent; radio stores, 5.5 per cent; radio departments of department stores, 1.9 per cent.

From the above it is apparent that the electrical stores, with an average net profit of 3.5 per cent, range well above the average of profit in the other lines. This is the direct evidence of cold analysis of the situation.

Do Price Cards Increase the Value of Window Displays?

What is the actual sales value of price cards in window displays? Does the lack of price information in displays leave an opening by means of which the prospect can be brought into the store, or is the reverse true—that more people come in when the price is given?

SOME interesting information has been compiled by the Kawneer Company, specialists in display-window construction, regarding the relative values of windows with price cards and those without cards.

Two windows, identical in every respect except that one had price cards, were installed and compared as to results produced. It was found that:

1. Sixty per cent more people stopped to look at the display with the price tickets.
2. Those who stopped spent 13 per cent more time looking at the display.
3. 167 per cent more references to the display were made.
4. 86 per cent more sales were actually made.

Send In Your Questions

ELECTRICAL MERCHANDISING'S readers are invited to submit their business questions and problems to this department for aid and information. The editors gladly offer their services in helping to find solutions to readers' problems.

Store Improvements Can Be Reported as Expense only Pro Rata on Lease Period

We have made extensive improvements in our store, on which we have a lease that runs for six years. Can the outlay for these improvements be charged as operating expense in reporting our income-tax return?

YOU can charge off only that fraction of your outlay represented by the total expense divided by the number of years which your lease has to run.

A very similar case, that of the Star Electric Company, of Worcester, Mass., was so decided by the Board of Tax Appeals.

In 1920 the Star company leased a store and a cellar in the locality of its former store, for a period of ten years. To fit this store properly for the transaction of its business, that of electrical contracting and the retailing of electrical supplies, the taxpayer made such partitions and shelving alterations as it deemed necessary. The total amount spent for such alterations in 1920 was \$6,969.51, which amount was claimed as a deduction from gross income in its tax return for the year 1920, but which was disallowed by the commissioner as an expense deduction, although one-tenth thereof was allowed as a deduction on account of depreciation.

72,682 Oil-Burners Installed in 1926

I notice that there is no mention of oil-burners in your January compilation of electrical appliances sold during 1926. Can you tell me how many oil burners were actually installed during that year and what the prospects are for this year?

FROM information furnished us by *The Heating and Ventilating Magazine*, 72,682 oil-burner units were installed in 1926, representing a retail sales value of \$58,400,000. This survey was made possible through the co-operation of twenty-six burner manufacturers, who sold approximately 93 per cent of all units installed during the year. It is estimated that 1927 will see 148,000 new burners installed with a total retail value of \$119,000,000, an increase of 116 per cent over sales completed during 1926.

Jobber Helps His Dealers

This is how—

FIXTURES are home equipment —and women who see them displayed in home surroundings are more easily sold. This element of selling has led the C. J. Litscher Electric Company, Grand Rapids, Mich., to display a complete fixture line in a residence ten blocks from the business part of the city. The Litscher Company does not sell at retail. This company is a jobber, and the primary purpose of

this move, according to C. J. Litscher, was not to facilitate the selection of fixtures by its dealer-customers, but rather to assist its dealers in the selling of fixtures, properly displayed, to the consumer.

"There is altogether too much of the atmosphere of the market place, the interruptions of mechanics and the confusion of fixtures closely hung on the ceiling, in the average fixture display room," says Mr. Litscher. "This is not the case with our fixture

LITSCHER LIGHTING STUDIO

212 CHERRY ST., S.E.

We are pleased to introduce to you

Mrs. Sidney Jones
65 Mark Place

We shall appreciate your personal attention.

Respectfully,

H. L. Alby Electric Co
Grand Rapids

Dial 5-4337 and make a definite appointment with Mr. Reim

To facilitate the showing of overhead fixtures in their proper location—the center of the ceiling—Anton Reim, fixture manager for C. J. Litscher Electric Company, Grand Rapids, Mich., has devised this pulley and cord arrangement. The card of introduction shown at the top puts the customer at ease and provides a permanent record of his or her visit to the "studio."



S to better Fixture Sales

studio; only seven fixtures are suspended from the ceiling of each room. The other numbers are carried on specially constructed racks, one in each room. The central fixture is suspended by a cord-and-pulley arrangement so that it is possible to lower this fixture, unhook it and hang the customer's selection within the space of thirty seconds. This plan, together with the quiet and natural surroundings of the home, creates an atmosphere which I have found extremely conducive to buying."

The house is in charge of the manager of Litscher's fixture department, Anton Reim. Mr. Reim has made an exhaustive study of fixture styles and of harmonious home decoration through the proper use of lighting equipment. Mrs. Reim spends much of her time in this fixture studio assisting her husband and contributing the woman's viewpoint to this subject so intimately connected with the home.

Dealer response and sales to date have been most gratifying. Litscher estimates that 30 per cent of the Grand Rapids dealers have availed themselves of this opportunity for showing their customers the latest fixtures under ideal conditions. Out-of-town dealers also are especially active. After once

reviewing the completeness and facilities of this studio, they do not hesitate to recommend it to their prospects; leaving the entire sale to be completed by Mr. Reim or his wife. Mr. Litscher estimates his average monthly gross business from this venture at \$3,500.

To facilitate the use of this studio in the manner in which it was intended, namely as a dealer convenience; to save the dealer unnecessary trips with his prospect to this house, and to make the housewife feel at ease, a special card of intro-

duction has been printed and placed in the hands of the dealer customers of the C. J. Litscher Electric Company.

The various steps in the selling process, as outlined by Mr. Reim, are as follows:

The dealer notifies Mr. Reim that Mrs. Jones is a prospect for lighting fixtures and has been talking the matter over with him. Mr. Reim gets in touch with Mrs. Jones or, as is frequently the case, Mrs. Jones calls at the studio alone and presents

(Continued on page 132)



Litscher of Grand Rapids equips a nine-room house as a fixture studio for his dealers' use in selling their customers.



Milton Vaughn, Dade City, Florida, capitalized on the quaintness and long-established prestige of a blacksmith shop by converting it into an electrical business.



Village Smithy Now an Electric Shop

THE last vestige of the good old days succumbed to the march of progress when an old blacksmith shop, a landmark in Dade City, Fla., was converted into a modern electric shop. Some twenty-five to thirty years ago, a young man named Adam Dick opened the blacksmith shop and shod the village horses long before many of the town's present residents were born.

Taking advantage of the prestige this old shop enjoys in the town, an enterprising electrical man took over the site and turned the old smithy into a retail electric shop. And despite the fact that there are now four electric shops in this town of 2,500, business is very good, says Milton Vaughn, the shop's new proprietor. Mr. Vaughn is also agent for the Fairbanks-Morse electric plant which he sells along with household appliances, lighting fixtures, and electrical supplies.

The shop measures approximately 40 ft. x 80 ft., and has been partitioned off into three rooms,—one, the

fixture and appliance display room; another, the salesroom, where electric plants are displayed; and third, a large storeroom and repair shop, located in the rear.

"Business is very good," says Mr. Vaughn. "In fact, it's better than we expected at first. Last year, the shop held about \$1,000 worth of stock. Today, there is over \$6,000 worth of electrical merchandise on hand." Mr. Vaughn attributes the unexpected success of the shop to the fact that more varied lines of goods are now carried in stock in Dade City than were heretofore available. This growth in merchandising facilities has been brought about, somewhat, by the great numbers of newcomers settling in the town from all parts of the country.

Dade City is delightfully located, being the county seat of Pasco County, the "blue ribbon" county of southern Florida, its inhabitants explain. The county is noted for its agricultural, dairy and poultry opportunities and because of these reasons

is expected to have an unprecedented growth within the next few years. All of which looks promising for the town's merchants, including electrical dealers and contractors, for new homes mean more wiring jobs and the sale of more electrical appliances and supplies.

The outside of the electric shop is practically as it originally stood; it is not very prepossessing as a merchandising center, but it has an association in the minds and hearts of the older residents which is soon imparted to newcomers. The building has a sliding door,—a real smithy door—and is, frankly speaking, rather "barny" in appearance. Its unpretentiousness, is part of its charm. The present owner, however, is considering some radical changes in the appearance of the building which, at this time, has not yet even a show window.

Although spacious and well-equipped showrooms no doubt lead to many a sale because of the visual appeal of the merchandise displayed, the success of Mr. Vaughn's business seems evidence enough that people really want electrical service.

Reaching Cleveland's Well-to-Do *thru their colored maids*

THE Cleveland Electrical League is a regular and continual source of progressive selling ideas. The latest to emanate from that source is an exhibit to bring the knowledge of electrical home equipment to the colored people of Cleveland.

Through an arrangement with Mr. William R. Connors, Secretary of the Negro Welfare Association, and with the unanimous approval of the members of the Appliance Section Committee, the League conducted an exhibit similar to the Permanent Exhibit of Everything Electrical for the Home—for the benefit of the 56,000 colored people who live in approximately 12,000 Cleveland homes.

As brought out during the discussion at the Appliance Section Committee meeting, there are several points of advantage in connection with this idea.

First, is that among the colored people there are a great many prospects for additional electrical home equipment.

Second, that due to the nature of the work being done by a great number of these people, they are in a

position to influence employers to purchase additional electrical equipment.

Third, through such an exhibit, in charge of colored girls who are to be trained for the work, the fear of electricity and electrical appliances will be removed from the minds of a great number of people who have been reluctant to use electrical appliances.

All of the present League members who are participating in the Permanent Exhibit of Everything Electrical for the Home will be invited to furnish similar appliances and equipment for this exhibit.

Handling Group Demonstrations to Make Sales

"Experience has taught me that it is poor policy to wash clothes in an electric washing machine before a group of women," declares E. D. Throckmorton, of Streator, Ill.

"My statement is based on the fact that such a demonstration kills any chance to give individual illustrations of the clothes washing ability

Average Yearly Incomes, by Classes

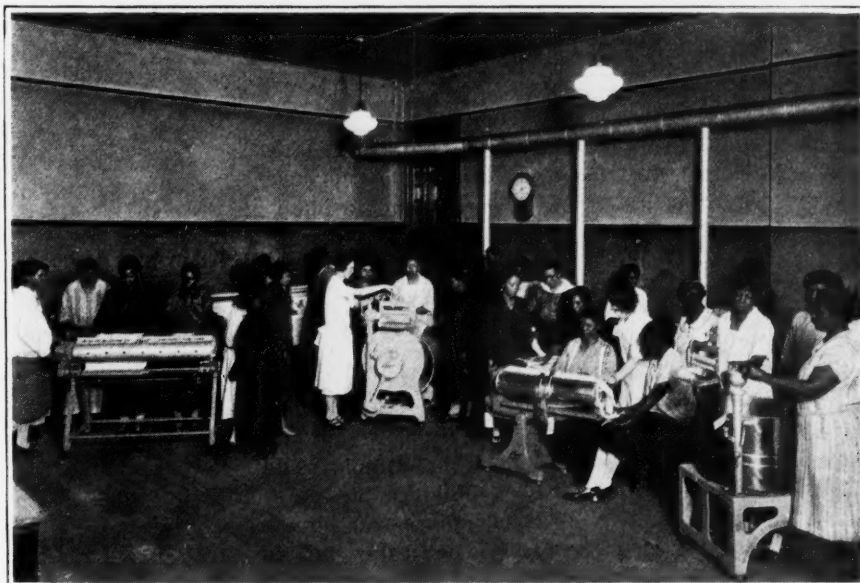
Following is a compilation of the average earnings of American workers and professional men, grouped by classes:

Doctors	\$2,750
Lawyers	1,915
Teachers	1,605
Technical engineers...	1,430
Bookkeepers and accountants	1,720
Clerks (clerical).....	1,597
Unskilled laborers....	531
Shop-trained workers..	822
Skilled mechanics.....	1,300
Average income per family in the U. S....	1,494

of my machine with practically all of the ladies present. 'Oh! I saw how beautifully your washer did the clothes at Mrs. Roberts' house last week and when I get ready to buy I will certainly give your product very favorable consideration, so really it is not at all necessary to take any more of your time to wash any of my things,' these women would exclaim time after time when I would follow up, at the individual home, the leads developed at these little gatherings," Mr. Throckmorton explains.

The more successful and spectacular the group demonstration, the less his chance to obtain a second one in the home of each housewife, it seemed. Thus he lost the opportunity for closing that the private showing creates. Throckmorton is strong for group meetings as a source of leads. He still arranges as many of them as he can and always takes a spick and span washing machine with him but he does not wash clothes with it. Instead he first gives a brief talk on the evolution of the washing machine, the history of the company he represents, the various clothes washing principles and the way his particular washer operates. Then he distributes his literature—and goes over it with the audience right then and there.

"I take no chances that they will not read the printed matter when they get home," he says, "but have each lady turn to page one and, briefly, review each page of the booklet having my listeners follow my explanations page by page. Then I get the names on prospect cards of those present, especially those who desire a home demonstration."



Experimental class organized and conducted under the direction of a department of the Cleveland Public Schools in co-operation with the Negro Welfare Association, the Elec-

trical League assisting in arranging for the equipment and demonstrators, to inform the thirty-nine colored women enrolled concerning the use of modern electrical appliances.

E

How electrical dealers handle office and store routine problems so employees may be released for sales work. Efficient record systems save time and guard against errors

Coded Price Tags Help Locate Store Room Stock

Every electrical appliance and radio receiver on the sales floor of the Howard Electric Shop, Perry Street, Trenton, N. J., is equipped with a small rubber-stamped tag on which list price, cost, date of purchase and stock number are printed in a code understood only by employees. Thus the store salesman has before him at all times a graphic picture of the actual margin of profit in the sale of an item. He has also at his fingertips information which will be of value in determining possible trade-in allowances.

The stock numbers refer directly to merchandise bins in the stock room. In this way it is possible to carry a skeleton stock in a limited space on the sales floor and at the

same time permit the salesman to go directly to the proper stock room bin for a purchased article. Merchandise may be obtained from the stock room in short order and it is not necessary to disarrange the sales floor display when an article is sold.

Bin Card Aid in Inventory Taking

A bin card used by the power companies of the Pacific Northwest is recommended by a committee of the Northwest Power and Light Association for use in taking inventory and is applicable to any stock; however simple or large and varied. As the material in any one bin is checked, the card is filled out and numbered in sequence, both on the main body of the card and in the upper right hand corner. The tack by which the card is attached to the bin should pass through this corner number. Should material be withdrawn or added to the stock while the count is in progress this should duly be entered on the card.

When the count is complete, which, under this system, may be in one sitting or extended over several days' time at the convenience of those handling the procedure; all cards are removed from the bins or shelves, by

tearing them at the corners, leaving the numbered section in place. This makes it possible, in case a card becomes lost, to refer to the bin and by locating the missing number, to fill in the gap without having to recheck the entire count.

The first act after sorting the cards, is to arrange them in their serial number to make sure that all have been collected. They are next reassorted in such groupings as are convenient for classifying the stock. They are then checked with such records as are available and priced. Any discrepancy is noted at this point and followed up. They are then ready for turning over to the stenographer for entrance on the inventory sheet.

This is suggested as a good time to check over slow-moving stocks and the stock taker is urged to make special note of material which shows a poor rate of turnover. By listing this separately on the inventory sheet, a very clear picture is presented of the state of the business and of how much money is tied up in inactive stock.

"Estimate Card" Holds Prospects

A great many people enter electrical stores "just to look around" who are in reality potential customers. Very often these shoppers are not quite ready to buy and leave the store with the idea of looking over merchandise in other shops before deciding on a particular item.

A simple estimate card, bearing the store's name and address gives the prospect something definite to compare other items with. Obtain some of these forms from a local printer, instruct the store clerk to determine what these "shoppers" are interested in and jot it down on the card with the price. In this way the dealer obtains a prospect list, the customer remembers the shop, and nine times out of ten returns there to purchase.

[illegible]

W33H 10.000 10-25 24

_____ COMPANY _____ DIVISION

INVENTORY OF SUPPLIES _____ AS OF _____ 192__ SHEET NO. _____

Taken by _____ Priced by _____ Est. & FYs by _____ App'd by _____ Verified by _____

CAT NO.	DESCRIPTION	ARTICAL FEET OR WEIGHT	RATE	PER	AMOUNT ACTIVE	AMOUNT INACTIVE

A bin card which simplifies the process of inventory taking. The duplicate numbering makes it possible to check back later in case any discrepancies are noted. It is suggested that inactive stocks

be noted directly on the inventory sheet as such. This shows the owner exactly how much of his investment is earning money for him and how much is tied up on his shelves.

Everyday Business Records

Keeping Track of Prospects and Salesmen

Electrical stores which sell appliances through outside salesmen often find it difficult to keep track of prospects in such a way that live leads are automatically followed up at the proper time. An efficient prospect list may be combined with a record by which outside salesmen may make these routine calls by means of two simple control cards and a visible index file.

Immediately a prospect is obtained, the name, address, phone number, the type of apparatus in which he is interested, and other pertinent data are listed on a permanent record card which remains in the visible file. This card is known as the "Sales Analysis Control Card" and is the larger of the two shown in the illustration.

The bottom of this permanent record is folded up and is divided into spaces representing the days of the month.

As prospects are assigned to particular salesmen, a small, colored tab is clipped in the space at the bottom of the control card, signifying the date at which a follow-up call should be made. Each salesman is given a distinctive color and finds it easy to identify his calls by merely running through the visible index each morning until he sees a tab of his particular color clipped to the current date space.

The smaller card, shown inserted in the fold at the bottom of the permanent card is merely a comprehensive report on each call. As the

These two cards, kept in a standard visible file serve as an efficient list of live prospects and enable outside salesmen to follow up leads at the proper time. Small colored tabs clipped on the border of the larger card indicate the proper

date for the next call while small holes punched in the bottom fold permit a black edging to show through when the salesman is working on a lead and has removed the smaller sales report. When a sale is made the card is removed.

salesman calls on prospects he extracts this card from its position, fills in information regarding the disposition of the prospect and replaces it in the file. This information is later posted to a smaller space on the "Sales Analyses Control Card" or permanent record.

When sales are completed, full information is jotted down on the back of the permanent card which is then filed for future reference in the "sold" file. All cards are filed in alphabetical order of the prospect's or customer's name.

A Day-Book Form That Prevents Errors and Omissions

"Please charge it." The time to make the initial entry of a charge account is the moment this request is made and the place, according to W. B. Sanders, part owner of the Electric Shop, Pine Bluff, Ark., should be on a sheet similar to the one illustrated herewith.

Day books containing 500 serially-numbered forms like this one were obtained from a local printer at a cost of \$3 apiece. Each page consists of five charge account forms. Those on the original (white) sheet are perforated. After a transaction has been recorded the white copy is detached and serves as a delivery notice and receipt. The duplicate carbon copy is permanently bound in the day book and thus can never be lost.

Every morning Mr. Sanders transfers the day book entries of the day before, with their serial numbers, to the individual ledger account sheets.

"In addition to the convenience and permanency of this system," he says, "I find it is a great time saver.

The Electric Shop		4000
Repairing cleaner		
labor	1	50
matl		75
	2	25

PINE BLUFF'S RADIO HEADQUARTERS
 CHARGE TICKET
 Date Nov. 9, 26
 M Geo Beck
 25 Arcade
 We Do All Kinds of Electrical Repair Work

Day-book form used by The Electric Shop, Pine Bluff, Arkansas. White copy serves as delivery notice and receipt. Yellow dupli-

cate forms permanent record of transaction which is transferred to individual ledger accounts. There are five forms on a page.

Keep an Eye on the Flapper—

She will sell Pa and Ma on re-fixturing

How C. F. Fredericks has sold
\$8,000 worth of fixtures by ap-
pealing to the young women

THE daughter who is going to high school or college or working in an office is the member of the family who takes the most interest in the lighting equipment as well as the decoration of the home. Such is the belief of C. F. Fredericks, electrical contractor of Woodhaven, N. Y., who is appealing to the young women in his neighborhood in his re-fixturing campaign.

"Mother usually thinks the old fixtures are good enough," says Mr. Fredericks, "and Father simply never thinks of spending money on new lighting equipment. But both Mother and Father are quick to respond to the appeal of their daughter to make their home a place in which she is proud to invite her young friends."

Alternates Appeals to Daughters and Parents

Mr. Fredericks employs no salesmen, all his sales effort being put into newspaper, direct-by-mail, and window display advertising. He spends an average of \$20 a week in newspaper advertising, using one-eighth-page space.

One week advertisements are run in the local papers carrying to the young women a message on how proper lighting fixtures will make their homes places their friends will enjoy coming to for the evening. The next week the advertisements carry a message to the parents, telling how lighting fixtures bring one's home up to date, and make it a place where the daughter will be proud to bring her friends.

For some time Mr. Fredericks had noticed that when he had a fixture display in his window the young girls would stop in front of his store, and many of them would come in and inquire about certain fixtures. Now he arranges always to have several fixtures in the window which will appeal to the rising generation, and has opened the back of the display, enabling onlookers to see the large assortment of fixtures in the store.

When a prospect comes in to look at fixtures, Mr. Fredericks asks the location of the house to be fixtured. He then thumbs through a small file of cards to determine what type of fixtures have already been sold in that locality. This file of cards is indexed according to street names and number, and as each house is fixtured, the type and style of fixtures installed are entered on a card and inserted in the file.

Card File Shows Type of Fixture Bought by Neighbors

This file not only serves to show the style of fixture previously sold in that locality, but shows the quality of fixtures bought by people in that neighborhood. It also serves as an excellent mailing list for his appliance offerings. After looking through the file he proceeds to show the prospect the fixtures, taking care to discourage the purchase of any styles bought by the prospect's neighbors. This practice keeps the customers feeling that their fixtures are individual and "different from the ordinary."

In the display room fixtures of similar styles are never hung to-

gether. For instance, a five-light candle fixture may be hung in the front of the store. Another fixture similar in design would be hung in the rear.

It is seldom necessary to show more than five styles of any one type. In fact, to show too many styles often confuses the prospect and he leaves without deciding.

Contrary to common practice, when Mr. Fredericks finds one of the numbers becoming popular he takes it down and puts it out of sight. He then uses it from time to time only when something of special appeal is necessary.

Does Not Push a Good Number Too Hard

He finds, by pushing a popular number, that the demand soon becomes exhausted and he has a "dead" fixture on his hands. Also, his competitors are quick to notice a special run on some certain style and soon have an imitation out at a cheap price which hurts business.

Although the selection of style is usually left up to the daughter, when it comes to closing the contract it is wise to address the father directly, for the father is usually quick to realize his daughter's wishes and when asked what he will do with the matter he promptly produces the necessary purchase money.

Mr. Fredericks does all of his business on a cash basis, requiring a small deposit with the order. He always includes the cost of hanging in the original figure, never adding it on after the fixtures are sold. No allowance is made on old fixtures. He explains this to the customers by telling them that he would have to raise the price of his fixtures to cover the cost of junking the old ones.

During the past year Mr. Fredericks, using no other sales effort than this appeal to the daughters, has done an \$8,000 refixturing business with the families of his neighborhood.

Selling the Daughter Brings Sales Results

He has found that the average parent is willing to act on the recommendations of the younger generation when he or she has no decided viewpoint in the matter; and this has been the case in selling fixtures. Mr. Fredericks has directed his sales message through the daughters—and finally to the parents and his sales volume bears out the success of his method.

Why Fredericks Succeeds in Selling Fixtures

Besides appealing to the rising generation, Mr. Fredericks:

1. Avoids selling the same style of fixtures to more than one customer in a neighborhood.
2. Never oversells a popular line.
3. Always includes the price of hanging in the original bid.
4. Sells for cash only.

Electrical Merchandising's

Blue Ribbon SELLING IDEAS



To Build RE-FIXTURING SALES

Sell the YOUNGER Generation

Every young girl has a lively interest in the attractive and up-to-date decoration of her own home surroundings, which, of course, includes lighting fixtures. She wants a pleasant and comfortable home to which she may bring her friends, and if necessary, she demands

the complete redecoration of her parents' home when she reaches the age when her own young friends are coming calling.

C. F. Fredericks, of Woodhaven, New York, noticed that many young women stopped before his fixture windows, inquired prices,

and later came in, bringing their mothers and fathers. By directing his selling appeal to the girls to get their homes re-fixtured with artistic lighting decoration, Mr. Fredericks has sold \$8000 worth of fixtures the past year with little increase in overhead.

Eleven Handy Devices That Make

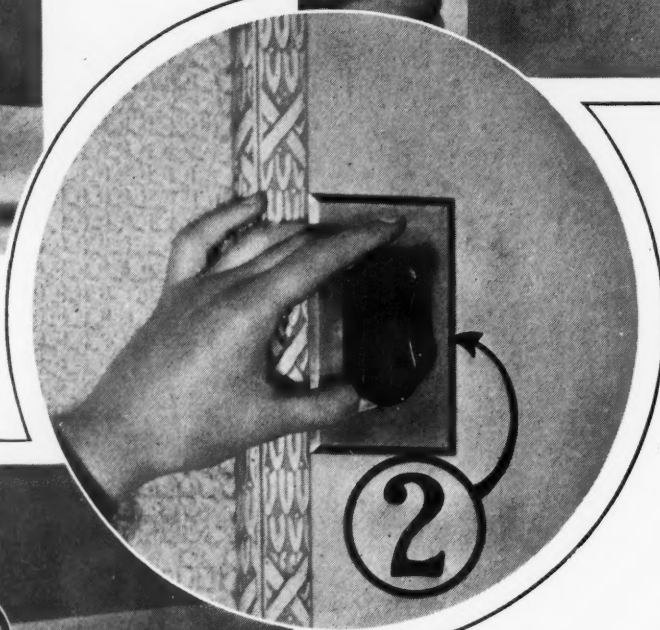


1. One is not likely to connect heating devices and then forget all about them when a little red signal light warns that the current is on. The little red lamp is enclosed in a wire guard and takes the place of the ordinary plug cap.

2. There are many devices to convert a single watt outlet into a duplex outlet, but this one shows the neat and attractive design of the newer composition models now being marketed.



3. A feed-through switch that the customer can plug into the circuit between the outlet and the cord plug. This device will be found of great convenience for it saves repeated plugging and unplugging when an appliance is in constant use.



4. An attachment plug "with an outlet on its back." If lamps, for instance, were equipped with a tap-plug of this kind, there would always be room for still one more lamp or appliance, without unplugging the first one in place.

5. Handle plug, for appliances frequently plugged in and out. Anyone who has tried to plug an appliance into a baseboard outlet will grant the convenience of this handled-plug.

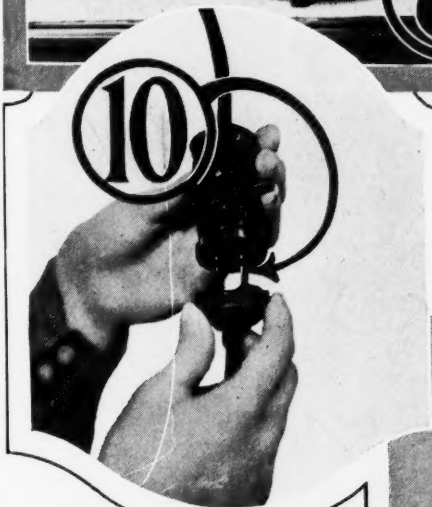
ke Appliances Handier Than Ever

6. Plug with switch. Twisting the top as shown, turns the switch. Especially useful with the table tap is this switched plug, which will enable one to easily disconnect an appliance at the table without upsetting a cup of coffee or the water pitcher in an effort to pull out the plug.



7. Disconnection of percolators and other heating appliances is made easy by a switch in the appliance plug.

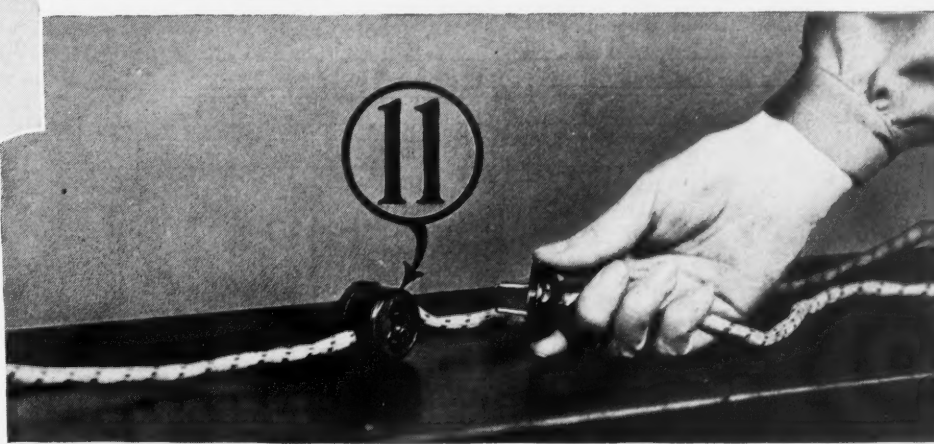
8. For utmost pleasure in the use of table appliances, a table tap should be employed for it accommodates two or three appliances, with control of the current right at the table. Unsightly overhead cords and reaching for floor or baseboard outlet are eliminated.



9. Another type of feed-through switch is the cord switch, the use of which also makes it unnecessary to unplug the appliance to disconnect it.

10. By the use of this pendant switch, the ceiling light may be controlled and an extra outlet provided for ironing.

11. For tapping onto loose cords, in the living room, for instance, is this little utility cord tap. It provides an additional outlet on the same cord, saving the untidiness and hazard of duplicate long cords stretched across the floor.



in 1925

Approximately

One half

Not only did Eureka outsell all competitors in this great market last year, but—according to conservative estimates—Eureka sales equaled and very probably exceeded the COMBINED total of the 70 competing "makes."

In the Greater New York area are located 10% of the entire nation's wired homes, which means 10% of the electric vacuum cleaner market. Cooperative estimates place the 1924 total sales of the entire electric cleaner industry at \$10,000,000. On this basis, Greater New York purchased approximately 1,000,000 cleaners of all "makes."

And of the total of all cleaners sold in this concentrated area, 54,000 were Grand Prize Eureka.

Results so astounding in the nation's greatest market again illustrate and emphasize the tremendous preference of the buying public for the Grand Prize Eureka, a preference that has resulted in making Eureka the world's largest producer of electric vacuum cleaner units.

To dealers in the major home appliances these facts can have but one meaning, that there is no substitute for the Eureka franchise from the standpoint of either volume or profit for any dealer who wants to make the most of his electric cleaner opportunities. Write or wire the factory for an interview with our nearest sales manager.

EUREKA VACUUM CLEANER COMPANY, 10001 U.S.A.

The
Grand
Prize

EUREKA

VACUUM CLEANER

Winner Grand Prize,
Sesqui-Centennial,
Philadelphia

The Grand Prize

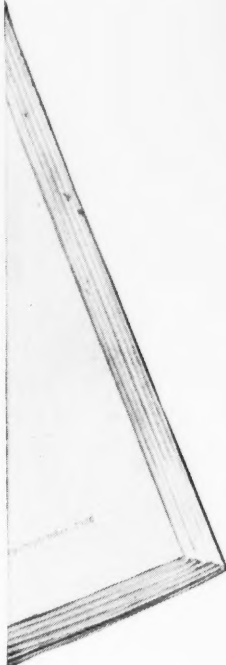
EUR

VACUUM



in 1926 over 60%

of all electric cleaners sold in
greater New York were Eureka
(Yes Sir! "High-Vacuum" Can't Be Stopped!)



On the basis of the most accurate estimate possible at this time, 110,000 electric cleaners of close to 70 different makes were purchased in the greater New York area during 1926.

**67,620 of these (61.5%) were
Grand Prize Eureka!**

And while sales of the electric cleaner industry as a whole increased 10% in this metropolitan area, Eureka sales gained 25% over the amazing total of the previous year! This veritable avalanche of demand in the

nation's greatest market is proof positive of the overwhelming preference for the Grand Prize Eureka that exists everywhere and is everywhere being capitalized by authorized Eureka dealers.

If you are a dealer in any of the major home appliances, we urge you to wire or write the factory without delay for an interview with our nearest Sales Manager. Get from him the facts about the Eureka franchise and 1927 plans and opportunities.

EUREKA VACUUM CLEANER COMPANY, DETROIT, U. S. A.

Largest Manufacturers of Vacuum Cleaners in the World

Canadian Factory, Kitchener, Ontario
Foreign Branches: 8 Fisher St., London, W. C. 1, England, 58-60 Margaret St., Sydney, Australia

(342)

EUREKA

CLEANER

*It Gets
the Dirt*

5 YEARS



Perfec

AHEAD ~



The Full Open End

It was Perfection that introduced to the electric ironer industry the FULL open end. No brackets—no braces—no supports of any kind obstruct the “business end” of this unique electric ironer.

There is absolutely nothing to “get in the way” when shirts, dresses and similar garments are slipped over the roll. This is a time-saving feature that enables the operator to do amazingly rapid work

Women “get” this advantage the moment you start to explain the operation of a Perfection. They see at once how it makes ironing

simpler. It is a great selling point that makes buyers CHOOSE the Perfection; you don't have to persistently SELL IT.

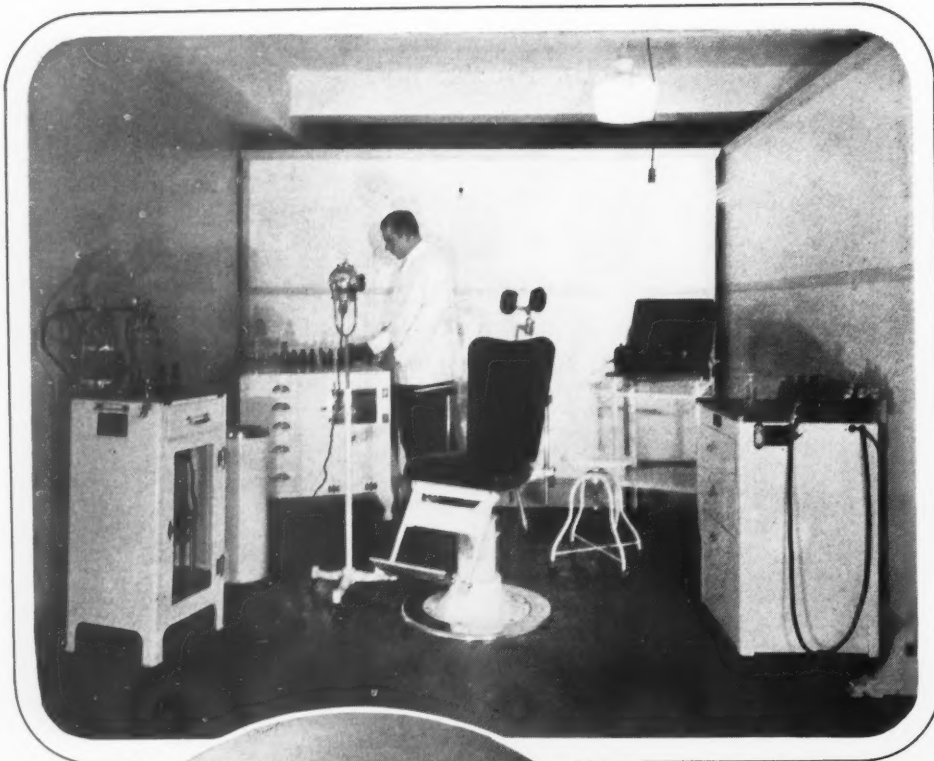
There are other major superiorities, too, that help place the Perfection “five years ahead”.

Dealers are invited to write for the interesting details.

PERFECTION APPLIANCE COMPANY

2111 Lyman Place (at St. Aubin)
DETROIT, MICH.

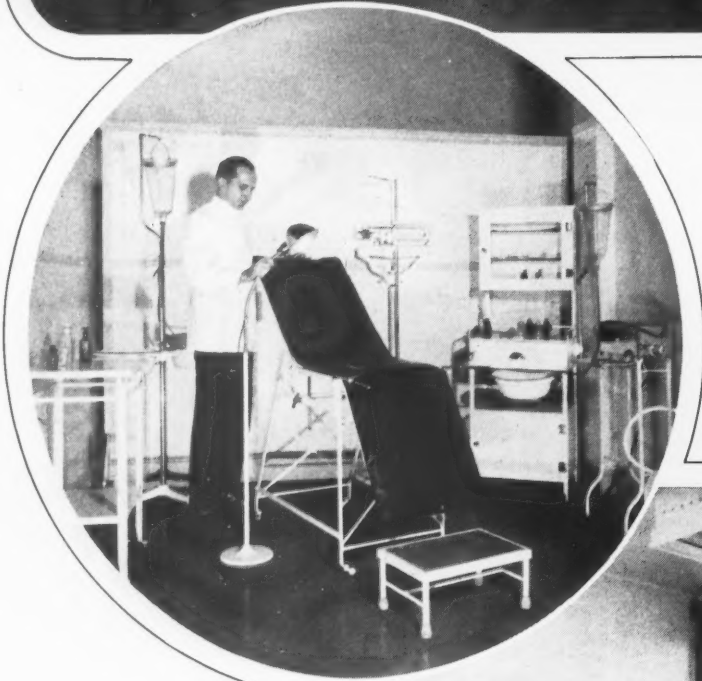
tion Electric Ironer



DOCTORS who specialize have electrical needs peculiar to their particular branch of the profession.

At the left is the operating room of an ear, nose and throat specialist. The light of the operating table is controlled by a pendant switch containing a tap outlet. A 600-watt floor receptacle should be placed near the operating table and another on the wall to supply current for the portable sterilizer. The other apparatus requiring convenience outlets are the reflector lamps, the diathermy machine the pumping equipment and the atomizer.

Below, a treatment room in which the therapeutic lamp, quartz lamp and cabinet are employed.



ABOVE is the treatment room of the general practitioner. Outlets should be supplied for the sterilizer and reflector lamp. Many times this doctor uses diathermy apparatus requiring a special purpose outlet and a therapeutic lamp requiring a 1500-watt circuit. Wall brackets should be installed over the table and instrument cabinet. At the right is the general layout of an X-ray examining and treatment room. This apparatus requires special wiring.



How the Modern Physician Utilizes Electricity

Selling the Doctor Complete Wiring for His Office

ELECTRICAL installations for doctors are profitable jobs for the live electrical contractor who will specialize on such work. The doctor, being a professional man, enjoys working with specialists, and on the other hand, looks with disapproval on the person who knows a little bit of everything and nothing thoroughly. It is imperative that the electrical contractor thoroughly familiarize himself with the peculiarities of the doctors electrical requirements before approaching him on the matter.

Doctors who specialize have electrical needs peculiar to their particular branch of the profession and the contractor should thoroughly study the needs of these various divisions.

The average doctor of today has or plans to have in the near future, a well-arranged office, a large and well-lighted waiting room, a special operating room, and perhaps a laboratory. Probably he has only part of this outlay at present and is adding to it little by little. In each one of these rooms there is a large amount of work for the electrical contractor.

Wiring for the General-Practice Doctor

The waiting room should be well lighted and, above all, evenly lighted with no shadows.

An indirect or semi-indirect fixture should be employed. Wherever possible, wall brackets should be installed and no less than four convenience outlets should ever be installed in a waiting room. These outlets will make possible the proper use of floor and table lamps.

In explaining to the doctor the necessity for this wiring, remind him that it is only good business to make a good impression and it is in the waiting room that the patient receives his first impression. On the other hand, the patient who has a tendency to be nervous will be kept in a quiet condition if able to pass away the time comfortably in reading.

The consulting room should have good general lighting. Wall brackets are advisable if they are suitable to the room. There should be a

convenience outlet on each wall and a floor outlet under the desk. The ceiling light should be controlled by three-way switches at the waiting room entrance and the examining room entrance.

The examining and treatment room is usually small and painted a light color. Here a semi-indirect fixture fitted with a 200-watt lamp, is usually sufficient. In this room there should be at least four convenience outlets and two special purpose outlets on separate circuits. These special outlets are for the therapeutic lamp and the diathermy apparatus which have a heavy consumption.

Installation for the Ear, Nose, and Throat Surgeon

Special attention must be given to the operating room of these specialists. In the center of the room, close to the ceiling, there should be a ten-inch white enamel unit equipped with a 100-watt lamp. This light should be controlled by three-way switches at each end of the room. Convenience outlets should be installed in each wall.

Directly over the operating table at a height of three inches above the surgeon's head, should be a cove reflector of the 200-watt type. This

light should be controlled by a pendant switch containing a receptacle.

The surgeon when operating, usually uses a reflecting head lamp lighted from the outlet in the pendant switch. When this apparatus is in use the rest of the room must be in darkness. Should the surgeon move away for a minute, his assistant is left, with the patient, in total darkness. For this reason the light over the operating table is controlled by the pendant switch, making it possible for the assistant to get instant light without leaving the patient.

A 600-watt floor receptacle should be placed under the operating table. This is to be used for a sterilizer with a portable cord which is placed near the table whenever necessary.

When an operation is completed, the patient is taken to a rest room. Near the door in this room is a two-gang switch controlling a 50-watt lamp and a 10-watt lamp in the ceiling fixture. When the patient is left to rest the 50-watt lamp is turned off, leaving the 10-watt lamp lighted.

Doctors are continually adding to their apparatus and establishments. Through local medical associations, each doctor as a rule knows what the other doctors in his community are doing. In this manner, the reputation of a contractor who studies this form of installation will spread in the wake of each proposed medical installation and this contractor will receive a majority of the business.

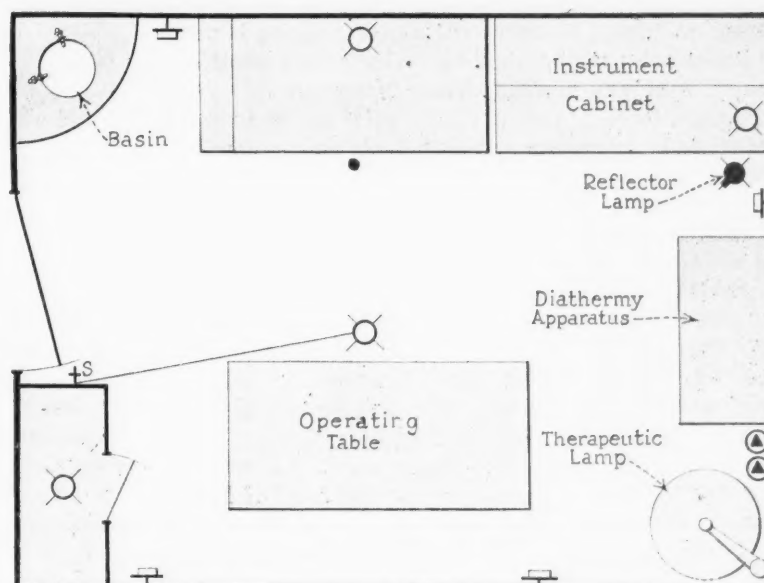


Diagram of general examining and treatment room. The center fixture should be of the semi-indirect type. The special-purpose outlets for the diathermy and therapeutic apparatus should be on separate circuits; convenience outlets are best at waist height.

Electrical Merchandising

The Business Magazine of the Electrical Trade

*believes with Harris E. Dexter,
Chief, Electrical Equipment Division,
Department of Commerce,
that:*

"THE chief aim of the electrical appliance manufacturers and retailers for the coming months should be a concentrated effort to increase the share of the purchaser's dollar obtained.

In the past ten years, automobiles and telephones have increased approximately two and one-half times, whereas the saturation of electrical appliances per wired home has decreased approximately twenty-five per cent. This decrease has come about in spite of the fact that the cost of electricity has shown a steady downward trend over the whole period.

The co-operation of the entire electrical industry is necessary in order to put electrical appliances in their proper place among the equipment articles for which the purchaser spends his dollar."

The Hardware Dealers Attack the Power Companies

FOR some months, the official organ of the hardware dealers' association has been attacking in its columns the selling practices of central station merchandising departments. Too long time-payment terms, the selling of smaller appliances on easy payments, and small down payments on cleaners and washers have been the practices principally denounced. This criticism of definite methods is supplemented by an assault upon the right of the lighting companies to merchandise at all. An appeal addressed to a state utility commission is now being broadcast praying that central stations shall be restrained from any merchandising whatever.

Meanwhile, local movements have been set on foot in several cities by hardware and electrical dealers, department stores and others to accomplish the same purpose, by protests to commissions or by endeavoring to procure legislation to force electrical utilities to give up any selling activity other than the sale of service.

The basis of all this agitation is obviously a belief that should the central station be put out of the appliance merchandising business by any means that can be invoked, the other merchants now engaged in selling electrical merchandise will be able to divide the business hitherto enjoyed by the lighting company.

Here is an apparent supposition that the actual demand in a community equals the present total of local sales and that the only effect of eliminating the central station will be to deflect its large volume of appliance business into other channels. Clearly, it is expected that the leaders in this lynching party will be the chief beneficiaries.

Now there is no question but that some merchandising practices of some lighting companies deserve criticism. Also, it is true that the financial strength, the

public prestige and the strong organization of the power company give it a great advantage in competing for appliance business. But it is also true and much more important that the lighting companies have borne the burden of the pioneering that has made the present market for appliances at an expense which the dealers could hardly have defrayed. Year in and year out they have been selling the electrical idea to the consuming public and this pioneering helped build the business of every competing merchant as well as their own.

Central-Station Merchandising Has Created Markets

For the central stations began to sell electrical merchandise before there was enough consumer acceptance to make the operation anything but expensive missionary work. And they are still doing it. Witness the record—

When there is money to be spent and movements to be led that will benefit every merchant in any way electrical, it is the lighting company that is called upon for the money and the leadership.

When the electric show was an untried device for getting over the message of appliances and wiring, the lighting companies contributed most of the money and much of the work.

When the "home electric" was being featured in hundreds of towns, educating thousands of customers, the local lighting companies were leading in this movement.

Wherever there is a local electric league doing a promotion job for every business man even remotely connected with the electrical field, it is being done with lighting company leadership and support.

Hundreds of thousands of old homes have been wired, with an immediate profit to the local contractors and a larger market for every electrical merchant, through the efforts of central stations.

The home lighting essay contest, which made an uncountable number of children and their families electrically-conscious, to the immediate and ultimate profit of thousands of merchants, would not have been possible without the active support of local lighting companies.

Re-fixturing is one selling problem now live before the trade. The re-wiring of present wired homes up to some standard of adequacy is another. Can the individual efforts of competing merchants get these two vital movements under way? Will not the active leadership and participation of the lighting companies be essential to breaking down the sales resistance and opening this market? And it is a market in which thousands of merchants of every kind will find new profits and wider opportunities.

Remedy Is Modification Not Elimination

Wherever there is competition there will be some irritation. But would the elimination of the central station improve competitive conditions in any town? With the lighting company out of it who would do the expensive and profitless pioneering? Who would keep the daily message of electrical comfort and convenience before the public? The hardware dealer? The department store?

Undoubtedly, there are many communities in which the power company has not appreciated its responsibilities to other local dealers, nor recognized that even a public utility must observe the economic laws of trade. In these cases harmony will only come when central-station selling policies are modified.

When such conditions exist, where merchandising competition by the central station has in it elements that are unfair or manifestly unmeetable, the best place for the dealer to discuss his grievance is over the desk of that company's chief executive.

Credit Is Another Name for Integrity

IT WILL pay the merchant to study carefully the matter of credit.

Credit, in the last analysis, is the integrity of the merchant,—his willingness to pay and his ability to pay. Balance sheets and profit-and-loss statements throw little light on these things. The merchant must get the good will of his creditors in other ways. He must be strictly "above board" in all his dealings. And, while being a close bargainer, he must not be a close debtor.

One reader reports an instance from his early months in business, that illustrates this value of integrity. "Through some bookkeeping oversight," he writes, "one of our creditors failed to bill us for some items amounting to \$40. We promptly called this to the firm's attention. Some months later we desired to stock up our store with Christmas articles and our anticipated needs were far beyond our credit allowance and cash on hand. Our need for more credit was apparent. We called on this particular creditor, as he was the leader in the line, and the credit allowance given by this concern was generally followed by similar allowances from all the other jobbers and manufacturers. We had armed ourselves with numerous figures showing our past performances and our anticipation of future business. Yet these were hardly looked at.

The thing that actually induced that creditor to double our credit allowance was *the recollection of that \$40 item of months back!*"

Getting 100-per-Cent Store Traffic

OUT in Abilene, Kansas, the 2,000 resident meter users of the United Power and Light Corporation make a monthly pilgrimage to the office-store of this utility and pay their electric bills to the cashier.

"This concern," says Elliott Belden, publicity manager, "never has sent out monthly statements. When the first of the month comes 'round our customers drop in and ascertain the amount of their bills. If a person does not show up by the tenth he or she gets a five-day disconnect notice. Everybody seems to think this method is quite all right. I have heard few if any complaints."

What Price Specialty Advertising?

DO YOU take tickets to the fireman's ball? Do you put an advertisement in the program for the local church benefit? Do you take space in the "special issue"? And if so, do you charge these accounts up to charity, or do you really expect them to bring in a return? According to the Advertising and Publicity Section of the Pacific Coast Electrical Association this practice of frittering away advertising appropriations is one of the greatest evils suffered by the electric industry and the small dealer is very largely to blame for its perpetuation.

The larger companies, through the very pressure of the demands made upon them have had to shut down *entirely* on donations of this sort and to confine themselves to straight advertising on a budgeted program. It is for this reason that their returns for money expended are proportionately larger than those of the

small dealer who, as a rule, lays down no general plan in advance, but spends his money on novelties and through mediums which promise doubtful returns.

Sound Prosperity Based on Full Knowledge of the Facts

INCREASING stability is the outstanding characteristic of American business during the past five years, according to the National Conference Board's analysis. The achievement of this condition is ascribed to the improved technique of distribution, the better organization of credit and transportation systems, the steadying influence of the Federal Reserve system, and to better-informed and hence more alert business management.

"Ignorance of general business trends, misinformation and decisions based on unsubstantiated opinions, and the lack of a proper national banking system, such as we now have in the Federal Reserve banks, have been mostly responsible for the severity of the depressions of the past," comments President Alexander of the Board. "The widely diffused, better and more prompt factual information regarding industrial and commercial conditions, at the present and improved credit facilities," he declares, "are proving a powerful factor in leveling peaks and depressions, and in forestalling panics."

Indeed, present-day knowledge of the basic facts underlying production and consumption is such that any panic that could shake the whole American business structure is assuredly a thing of the past. General business has seen the importance of getting *accurate statistics and the full facts*.

Electrical business men are still far behind in their knowledge of the mass-picture of our own rapidly-growing industry. More collective figures are needed in our field,—coupled with a sense of their use and value.

Refrigeration Executive Optimistic Over 1927

THE coming year looks promising for business and industry which is well organized, soundly financed, and equipped to render prompt and satisfactory service. Changing habits and customs have developed new wants to be supplied and personal credits have grown to an extent adequate for gratification of those needs.

With them, too, has grown a demand for proper service which must be recognized. As reflected in our own business, we expect, for the third consecutive time, to double the installations of the preceding year.

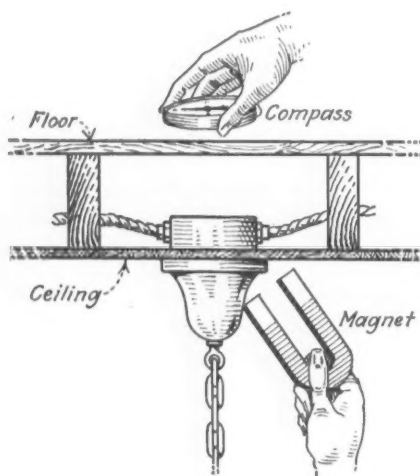
E. G. BIECHLER,
President, Frigidaire Corporation

How Other Contractors Do It—

Locating Wires in Floor from Fixture Below

The unsatisfactory method of locating wires in a floor by hammering to a man below is replaced by H. Rosenhaft of Brooklyn, N. Y., with the use of a magnet and compass.

One man holds a horseshoe magnet on the ceiling near the fixture in the room below. The other man takes a small pocket compass and runs it over the center of floor in the room above. By the action of the compass, the exact location of the magnet below is soon determined. This method very often saves the useless ripping up of several pieces of flooring.



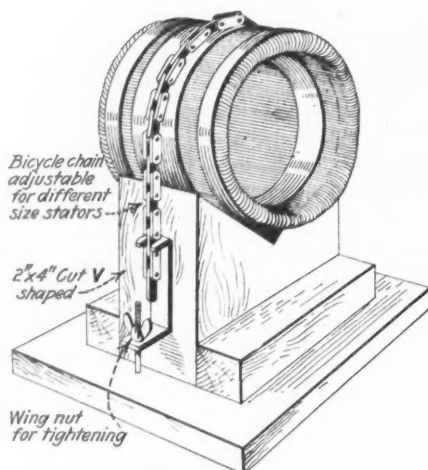
A compass on the floor will accurately respond to a magnet held to the fixture on the ceiling below thus locating the wires in the floor

Easily Constructed Support for Small Stators

Finding that small stators are often very difficult to hold while the winding is being replaced or repaired, the Kincaid Electric Shop of Durant, Okla., have constructed this useful support.

A 2 in. x 4 in. block of wood is cut V shaped and fastened by wood screws to a flat surface. For additional support, two pieces of wood are fastened down along the 4-in. sides of the block.

A piece of bicycle chain is used to hold the stator in the V-shaped groove. One end of the chain is



A support for small stators which can be readily adjusted to fit different sizes of stator frames

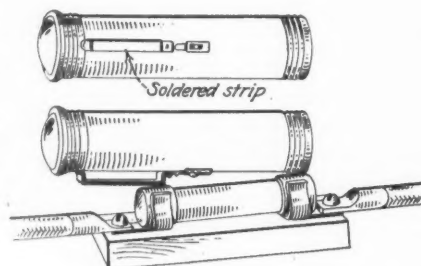
fastened to a 2-in. side of the block with a screw, the head of which is filed off on opposite sides, in order to slip through the links, making the chain quickly adjustable to any length.

An L-shaped piece of iron is bolted to the other end of the chain. A wing nut and bolt, fastened to the flat surface, passes through the lower end of the L-shaped iron. This serves to hold the stator firmly while working on it.

Flashlight for Testing Fuses

For testing cartridge fuses when the current is off Wm. B. Cone of Bend, Ore., has had his men specially arrange their flashlights to utilize the flashlight battery as a current supply.

The flashlights must be of the fiber type. A strip of brass or copper is soldered to the top connection of the switch on the side of the flashlight.



A fuse may be tested by shorting it across the top and bottom bands of the flashlight.

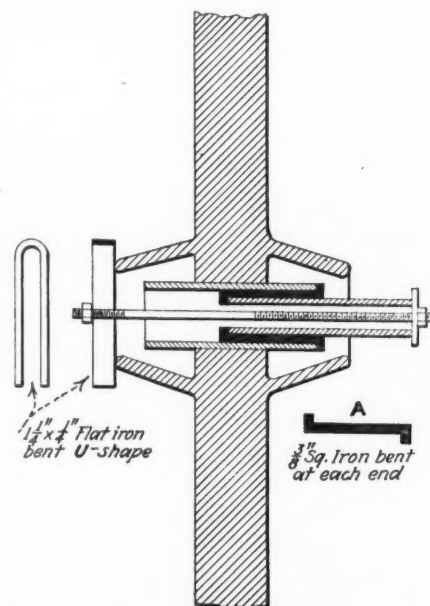
The other end of the strip is soldered to the metal band which screws into the cap holding the reflector and lens.

With this arrangement a fuse may be tested by shorting it across the metal bands at the top and bottom of the flashlight. If the fuse is not burnt out the flashlight will burn.

Removing Sleeve Bearings From Motors

An easy method of removing sleeve bearings, as shown in the accompanying diagram, has been worked out by J. H. Sauve, Temiskaming, Quebec, Canada.

The device shown consists of



The bearing sleeve is forced out of the housing by means of four square iron strips, bent at each end and pressed against the sleeve by tightening the nut on the long bolt.

three or four hooks made of square iron bent at both ends. These are slipped into the sleeve and are held against the sleeve by a piece of pipe. A bolt, with a long thread, is then passed through the sleeve and a washer put against the end of the pipe. The other end of the bolt passes through a U-shaped piece of iron which rests against the inner end of the housing. When a nut on the end of the bolt is tightened the bearing is forced out.

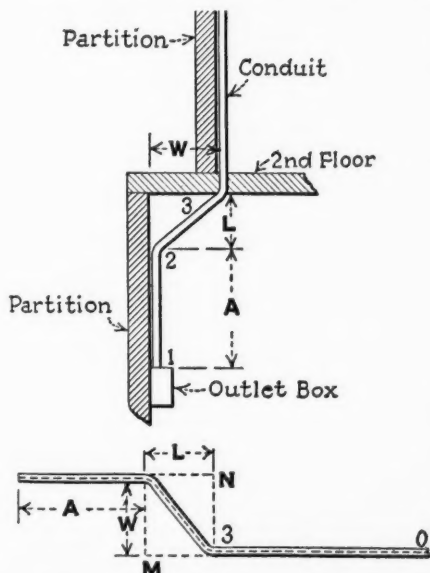
Money-Saving Methods *from shop and job*

Measurements Required for Making Offset in Conduit

It is often found difficult to make an offset in several pieces of conduit, by the use of a hickey, and have them match when placed side by side. The following method of taking measurements has been used by O. C. Harris, New Orleans, La., with much success.

When a conduit is to be run as shown in the accompanying diagram, measure the distances A and L between the points 1 and 2, and 2 and 3, respectively, with the distance L as short as possible. Then measure the distance W between the wall on the first floor and the wall on the second floor, or the distance offset by the two walls.

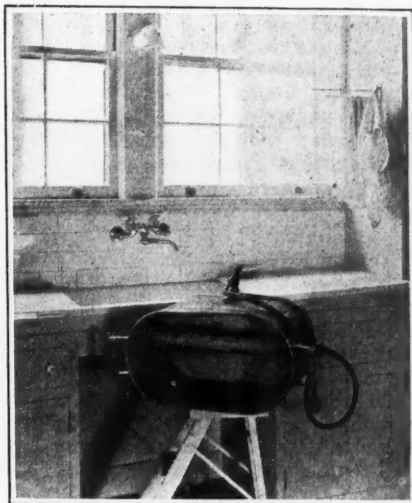
Now lay out these measurements



Measurements taken and methods of laying them out to insure accurate offsets in conduits.

on the floor as shown in the bottom diagram. Make the distance A, a straight line between points 1 and 2; the distance W being laid off at right angles to A between points 2 and M, and the distance L is an extension of the line 1-2 between points 2 and N. Draw the line N-3 parallel to line 2-M and the line M-3 parallel to the line 1-2-N forming a rectangle 2-N-3-M. The line M-3 is then extended.

Draw a diagonal to this rectangle at 2-3. Now place the conduit to



An electrical contractor of San Francisco offers this electrically heated wash boiler as the solution to washday problems in the all-electrical home.

start at 1 continuing to 2, then bend it to follow line 2-3 to 3 where it is then offset to follow line 3-0.

This is a very simple method of making an offset which will fit the first time and save unnecessary climbing of ladders.

An Electrically Heated Wash Boiler

"But how shall I boil my clothes?" asks the housewife who is building her home without gas connections and relying on electricity throughout. The heating of large quantities of water on the surface of the electric range is not always an economical solution of the problem. Clyde Chamblin, of the California Electrical Construction Company of San Francisco, working in conjunction with Wesley Hicks, electrical manufacturer, has worked out an electrically heated wash boiler which com-

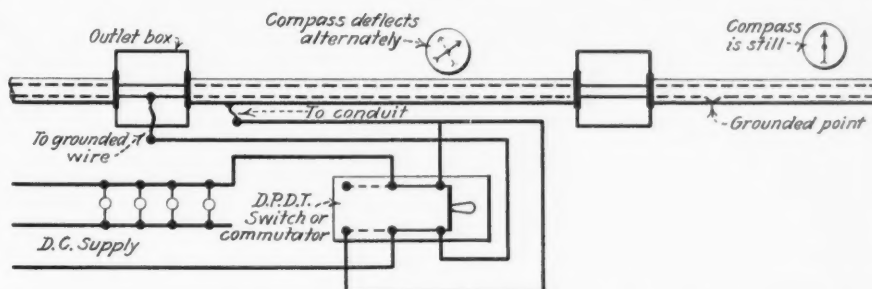
pletely removes this objection to the all-electrical home. An ordinary copper wash boiler was used as a foundation and in this was installed a 8-kw. 220-volt water heater unit encased in a copper tube. One inch clearance from the bottom of the boiler is allowed for free circulation of the water. A faucet for draining the water has been installed at the bottom of the boiler for further convenience. An attachment cord and plug are provided for connection to a 220-volt convenience outlet, such as is provided in the all-electrical home for the connection of portable heaters. The boiler has been in use for some time and has shown itself to be thoroughly satisfactory.

Locating a Ground in Conduit

A ground in a conduit may be quickly located by the use of D. C. current and a compass connected as shown in the accompanying diagram.

Send a direct current of two or three amperes through the circuit made by the grounded wire and the conduit. Connect in this circuit a double pole double throw switch which can be operated by hand about fifteen times a minute and will cause an alternating current to flow. This reversing of the current can be done by a commutator driven slowly by a small motor, thus eliminating the need of two men for the test.

At various intervals a pocket compass should be held close to the conduit. It will be noted that the compass needle swings from side to side in time with the reversing current. When the compass is carried past the point of the ground no deflection will be made. By bringing the compass back the exact location of the ground may be found.



When the current is alternated, the compass needle swings from side to

side. When the grounded point is passed, the needle remains still.

Answers to Questions on the National Electrical Code

By VICTOR H. TOUSLEY

Chief of Electrical Inspection, City of Chicago
Member of Electrical Code Committee, N. F. P. A.

Identifying Conductors

QUESTION: Is it necessary, according to the Code, that the grounding conductor of secondary running from main switch to ground have a white or identifying thread in insulation or can this be ordinary rubber insulated wire either white or black?

ANSWER: Rule 602 g covers the general use of identified conductors. This rule reads: "For conductor sizes No. 8 and smaller, the neutral conductor of all 3-wire circuits and one conductor of all 2-wire circuits shall have a continuous identifying marker readily distinguishing it from the other conductors. For rubber-covered wire the identification shall consist of a white or natural gray covering. When one of the circuit wires is to be grounded, the ground connection shall be made to the identified wire."

It will be noted that this rule apparently requires the use of identified conductors only in 2-wire and 3-wire circuits. As the grounding wire is neither a 2-wire or 3-wire circuit, this rule could hardly be construed as requiring an identified wire for the single-wire grounding conductor.

The term "identified" is sometimes interpreted as applying only where "other" wires are present. Note the wording of the rule above quoted where it says "shall have a continuous identifying marker readily distinguishing it

from the other conductors." While this interpretation of the term "identified" would eliminate the necessity for an identified wire unless there were other conductors present in the circuit and would thus eliminate it in the case of a grounding wire, still the reference to "other conductors" is frequently applied to the systems instead of the circuit and in this case the term "identified" could be properly applied to the grounding wire.

Ready Means of Determining Conductor at Ground Potential

Theoretically the intent of the rule on identified conductors is to provide a ready means of determining the conductor at ground potential so that the proper connection of switches and fixtures into the circuit may be assured. In the connection of these devices there are usually two or more wires present and the presence of the identified wire readily enables the making of a correct connection.

In the case of a grounding conductor there is not so much likelihood of confusion and for this reason many inspection departments do not require an identified wire for this purpose. On the other hand, some inspection departments, for the sake of uniformity and to assure a compliance with the general rule, require identified wires on all wires of No. 8 or smaller which are at ground potential.

How Should Motors Be Fused?

QUESTION: Please check over the enclosed sketch marking those that are correct and those that are not, and why. You will notice no-fuse switches are shown in all connections. The argument I have had is that some should be fused switches. Please tell me if distance makes any difference and up to what amount. As I have had to argue this point very often you will greatly oblige me by straightening out this matter for me.

ANSWER: The only thing that seems questionable in this diagram, so far as the Code is concerned, is the connection of two, one-horsepower motors on a 10-amp. fuse. Rule 809-b 2, permits the grouping of small motors on a single circuit if the rating of the fuse does not exceed 15 amp. and if the total wattage of the circuit does not exceed 1,320. In this case the total wattage of the two one-horsepower motors exceeds 1,320.

The main difficulty in the mind of the questioner seems to be as to the proper location of the motor fuses and as to whether fuses should be placed at the motor switches. In the case of switches, the Code specifically provides that the switch shall be placed "within sight of the motor." There is, however, no such requirement in the case of fuses.

The only rule which could be applied to this particular question is the general rule on fuses which states that fuses "shall, in all cases, be placed in readily accessible locations." This requirement is apparently intended to apply only to the fuse itself and not to its location relative to the apparatus or devices protected. The fuse must be "readily accessible" or easily gotten at. It must not be located in some place where you would have to crawl or climb to get to it, thus making it difficult of access and liable to be overfused. But you could, if you choose, locate a cutout in the basement of an apartment building to protect the branch lighting circuit on the sixth floor and this, in principle at least, is very frequently done.

In the case of motor protection the problem is somewhat different, however, from that of lighting. It can be readily seen why the rule requires the switch in sight of the motor. In an emergency the switch should be accessible to shut down the motor. It should not be possible to throw in a switch

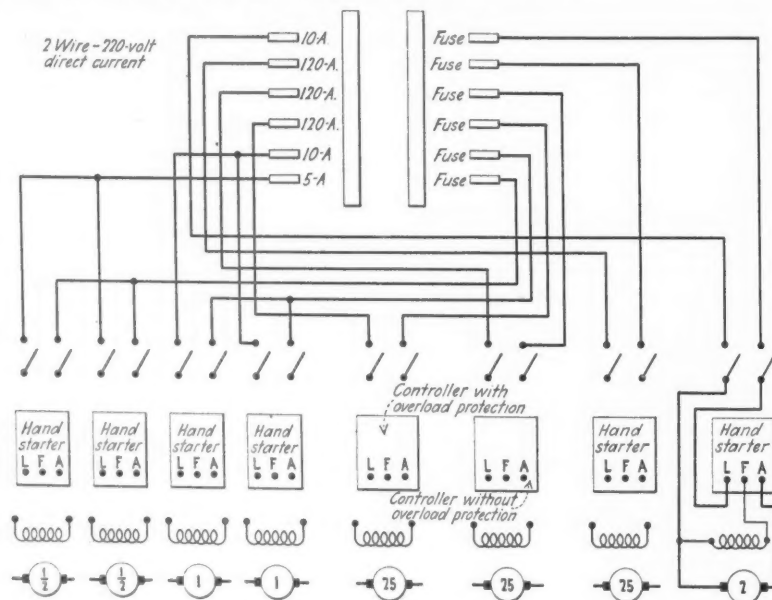


Diagram of motor hook up with fuses in central location. Switches should be within sight of the motors in order to prevent accidents.

and start a motor unless it can be seen that no one is working on the motor. It is also advisable to be able to see the motor at starting as it may not turn, due to mechanical trouble or overload and might burn up if the current were left on with the motor in this condition.

None of these reasons apply to the fuses with equal importance and the rules therefore permit the fuses out of sight of the motor. In fact, it is quite common practice to group the motor fuses on a centrally-located panel board and this arrangement has certain advantages. Ordinarily the panel board, while not within sight of the motor, is not very far removed from it. The writer does not believe that this is any violation of the Code.

* There are certain types of motor installations where this question of motor fusing perplexes both wiremen and inspectors. Occasionally a motor is located on one of the upper floors of a building with the service fuses in the basement or some considerable distance away from the motor. The strict interpretation of the rules would seem to accept the fuses in the service switch as the only fuses required by the Code for the protection of the motor. The inspector feels confident that this condition will result in an overfusing of the motor circuit and frequently will invoke the general rule above quoted and require an additional fuse at the motor.

Why 30-Amp. Fuse Blows When 15-Amp. Fuse Does Not

QUESTION: *In the wiring of an electric sign there are three circuits on each side of a 3-wire main. Each circuit is fused single-pole with 15-amp. plug fuses. The main switch is fused with 30-amp. cartridge fuses. One of the sockets has been giving trouble by short circuiting but each time the trouble has come on the 30-amp. fuse in the main switch has blown while the 15-amp. plug fuse has not blown. Why does the 30-amp cartridge fuse blow instead of the 15-amp. plug fuse?*

ANSWER: While the questioner does not give the load on this sign it is evident that the branch circuits have a load of something less than ten amperes each, otherwise the 30-amp. main line fuse would not hold. In all probability, these circuits are loaded close around 10 amperes. If they were loaded exactly at 10 amperes each the cartridge fuse in the main switch would then be carrying 30 amperes and would be close to its blowing point. A slight additional load, of even a few amperes, would blow the fuse. The 15-amp. fuses are, at the same time, very much underloaded and a considerable increase in current would be necessary to cause them to blow.

When the short circuit comes on, the increase in current caused by the short affects the cartridge fuse first and it blows, cutting off the current before the plug fuse has come to the fusing point.

This apparently peculiar action in

the blowing of fuses, as outlined in the question, is frequently encountered.

A fuse does not, necessarily, blow immediately the current is raised beyond its rated limits. A time interval is necessary for the temperature of the fusible element to be raised to the melting point. In the case of a short circuit, for instance, with a fuse starting cold and where there is considerable generating capacity present and where the resistance of the circuit is low, the short circuit current may reach thousands of amperes before the fuse ruptures.

On the other hand, where a fuse is carrying its full rated load the temperature of the fusible element may be close to the melting point and even a

slight overload, if continued for a sufficient length of time, will cause the fuse to blow.

This peculiarity in the action of fuses was taken advantage of in the Code of some years ago. There formerly appeared a rule which permitted, in the case of large chandeliers, a branch circuit of greater capacity than were ordinarily permitted. This exception was based on the assumption that such large chandeliers were "switched" on. In this case the fuse was immediately loaded to its full capacity and a slight increase in current as the result of a ground or short, would blow the fuse before the short-circuit current reached excessive proportions.

Determining the Size of Cables

SOME time ago, a question came into this department asking information on a satisfactory method of determining the size of a wire or cable in use and where it was impracticable to apply a micrometer or wire gage.

Inspectors and wiremen are frequently confronted with this problem. Cables may be installed in a wire shaft where the only measurement which can be obtained is the outside diameter of the insulation. Or the cables may be in conduit and exposed only a short distance between the end of the conduit and a lug or terminal. In fact, there are many instances where the only information available is the diameter of the outside insulation of the cable.

The well-informed inspector or wireman can tell at a glance the approximate size of a cable from an inspection of the outside diameter but this is, at the best, only guess work and should not be relied upon. The overloading of a cable or the ability to add to the existing load often depends on the difference of only one wire size and this is difficult to determine visually by even the best informed. A ready and fairly accurate means of determining the size of a cable is given by the accompanying tables.

These tables were compiled from dimensions obtained from many of the manufacturers of rubber-covered cables and represent a fair average. The figures have been checked against actual cables and these checks have indicated a high degree of accuracy.

The size of a cable may be determined in an approximate manner by:

(a) Measuring the diameter of the bare copper wire or strand where ex-

posed, as at a lug or terminal;

(b) Measuring the outside diameter of the wire or cable;

(c) Measuring the outside circumference of the wire or cable.

The first method is, of course, the most accurate; but in most cases the bare copper is not available for measurement. Determining the size of cable by measurement of the circumference is quite simple. A small strip of paper may be laid around the cable and marked with a pencil or cut through with a knife. The circumference is then measured.

As a matter of convenience a scale laid out for the actual circumference is given. This may be used to check the small strip of paper with which the circumference is measured.

If much of this measuring is to be done, time will be saved if the accompanying scale is marked out on the back of a small steel pocket tape.

RUBBER-COVERED WIRE.—
OUTSIDE DIAMETERS.

Size Wire	Diam. of Bare Copper, Inches	Diameter Outside Insulation		Circumference, Inches	Size Wire	Diam. of Bare Copper, Inches	Diameter Outside Insulation		Circumference, Inches
		Inches	Near est 64th				Inches	Near est 64th	
14*	.064	.19	12/64	...	250,000	.575	.89	57/64	2 51/64
12*	.080	.21	14/64	...	300,000	.630	.94	61/64	2 53/64
10*	.102	.24	16/64	...	350,000	.681	.99	1	3 3/64
8*	.128	.27	17/64	...	400,000	.728	1.03	1 1/64	3 31/64
6	.184	.40	26/64	1 11/64	450,000	.772	1.08	1 1/64	3 31/64
5	.206	.42	27/64	1 13/64	500,000	.814	1.12	1 1/64	3 31/64
4	.232	.45	29/64	1 17/64	550,000	.855	1.18	1 13/64	3 41/64
3	.260	.48	31/64	1 19/64	600,000	.893	1.23	1 13/64	3 35/64
2	.292	.51	33/64	1 23/64	650,000	.929	1.27	1 13/64	3 35/64
1	.332	.58	37/64	1 33/64	700,000	.964	1.30	1 13/64	4 1/64
0	.373	.62	40/64	1 41/64	750,000	.998	1.33	1 31/64	4 13/64
00	.418	.67	44/64	2 1/64	800,000	1.031	1.36	1 31/64	4 17/64
000	.470	.72	48/64	2 11/64	850,000	1.062	1.40	1 31/64	4 21/64
0000	.528	.78	50/64	2 31/64	900,000	1.093	1.44	1 31/64	4 25/64
					950,000	1.123	1.47	1 31/64	4 29/64
					1,000,000	1.152	1.50	1 31/64	4 33/64
					1,250,000	1.322	1.68	1 41/64	5 13/64
					1,500,000	1.412	1.78	1 51/64	5 31/64
					1,750,000	1.552	1.92	1 51/64	6 1/64
					2,000,000	1.631	2.00	2	6 13/64

*Single braid, solid wire. All other sizes, double braid, stranded.

Table to determine size of wire from outside diameter or circumference



Check up on Percolator Stock for April Campaign

IN LINE with the plan drawn up under the Commercial National Section Executive Committee, N.E.L.A., for concentrated campaigning of the percolator during April by all branches of the electrical industry, percolator manufacturers

have made extensive plans for merchandising co-operation, to help put the campaign over in a big way. Below is a list of the percolator manufacturers and what they offer. Only retail prices are quoted.

Buffalo Manufacturing Company, Buffalo, N. Y. 6-cup, 8, 9 and 12-cup urns, also 4-cup pot-type percolators, in nickel-plated or copper finish. Retail price range, \$10 to \$25. 20-cup urn percolator, in nickel or copper. 8-cup and 12-cup urn sets, also 4-cup pot-type percolator sets, in nickel-plated, silver-plated and polished copper finishes.

Central Flatiron Manufacturing Company, Johnson City, N. Y. "Betsy Ross" 4-cup pot percolator, aluminum, \$5.

Dealer Help: Special display rack and printed matter.

Dominion Electrical Manufacturing Company, 116 First Avenue North, Minneapolis, Minn. 8-9-cup pot-type percolators, aluminum, paneled designs, \$4.50 and \$6.50.

Dover Manufacturing Company, Dover, Ohio. "Dover No-Burn-Out." 6-cup and 9-cup pot-type percolators, nickel, plain and paneled, \$9-\$12. 6-cup and 9-cup pot-type percolator sets, nickel, plain and paneled, \$16.50-\$25.

Dealer Help: Window and counter cards; electric outdoor sign; Scene-in-Action sign, showing actual functioning of percolator; counter display fixture; cuts and newspaper ads; printed matter, including direct-mail material, circulars, hand-bills, etc.

Edison Electric Appliance Company, 5600 West Taylor Street, Chicago. "Hotpoint" 5-cup nickel pot, and 6-cup nickel pot-type percolators, \$9-25.50; 6-cup pot, silver, \$29.25; 6-cup aluminum pot, \$10; 8-cup pot, nickel, \$17.75. 6, 8 and 9-cup urns, nickel, \$12.50-\$31.50; 8-cup silver urn \$36.50. 6-cup pot-type sets, nickel, \$17-\$49.75; 6-cup set, silver, \$59.75. 6, 8 and 9-cup urn sets, nickel, \$19-\$55; 8-cup urn sets, silver, \$65.

Dealer Help: In addition to regular "Hotpoint" sales helps, special campaign material consisting of

mailing broadsides, window cards and newspaper ads.

Gold Seal Electric Company, 7480 Stanton Avenue, Cleveland, Ohio. "Gold Seal." 8 and 10-cup pots, aluminum, \$4-\$5.00. 8-cup aluminum urn, \$6.50.

Great Northern Manufacturing Company. "Quality" 2-cup, 4 and 8-cup aluminum pots, about \$3.50-\$6. 6 and 8-cup nickel pots, \$8.50-

Special Sales Helps Available

IN ADDITION to regular percolator lines, special campaign numbers are offered by many manufacturers.

In the way of sales helps, newspaper advertisements, direct-mail plans, special window displays and printed matter are available.

\$12.50. 6 and 8-cup percolator sets, aluminum and nickel, \$6.50-\$21.50.

Kewaskum Aluminum Company. Kewaskum, Wis. 8-cup aluminum pots, about \$3.50-\$5.

Landers, Frary & Clark, New Britain, Conn. "Universal" and "Thermax." "Universal" percolators: 2-cup, 4, 5, 6, 7, 9 and 14-cup pot-type percolators, in aluminum, nickel, polished copper and silver finishes, \$8-\$41.50. 4-cup, 6, 9, and 16-cup urns, in nickel, polished copper and silver finish, \$12.50-\$46. Percolator sets, in pot and urn types, in silver, copper and nickel, \$17-\$90. "Thermax" percolators: 6-cup, 7 and 9-cup aluminum pots, \$7.50-\$9; 6-cup, 7 and 9-cup nickel pots, \$8-\$10.75.

Dealer Helps: Regular sales help.

Leyse Aluminum Company, Kewaunee, Wis. "Priscilla." 6-cup and 8-cup aluminum pot-type percolators, \$4.25-\$5.25.

Manning, Bowman & Company, Meriden, Conn. "Manning-Bowman" percolators: 8-cup aluminum pots, \$7.50-\$9; 2-cup, 4, 6, 7, and 9-cup nickel pots, \$8.50-\$22; 7-cup silver pots, \$29-30; 6-cup, 7 and 9-cup urns, in nickel, copper and silver, \$13-\$35; 4-piece percolator sets, in pot and urn types, in nickel, copper and silver, \$28-\$69. "Homelectrics" percolators: 7-cup nickel pots, \$8-\$9.75; 7-cup nickel urn, \$12; 4-piece percolator sets, pot and urn types, nickel, \$15-\$19.

Dealer Helps: Free publicity service for newspaper advertising; window, counter and wall signs; campaign broadsides; usual sales help material.

Metal Ware Corporation, 111 West Washington St., Chicago, Ill. "Empire": 2-cup, 4, 8 and 12-cup aluminum pots, \$2.98-\$7.50; 4-cup, 6 and 8-cup nickel pots, \$6.75-\$9.50; 8-cup nickel urn, \$15; 8-cup nickel pot and urn sets, \$19.50-\$25; "Empco": 4-cup, 6 and 8-cup aluminum pots, \$3.30-\$4.40.

Dealer Helps: Display Carton with front tear-out counter card; window pasters; window and counter signs; mailing broadsides; folders.

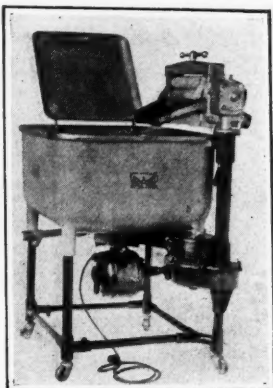
National Stamping & Electric Works, 3212 West Lake Street, Chicago. "White Cross." 4-cup, 6, 8 and 9-cup aluminum pots, \$3.70-\$5.80.

Permway Electric Manufacturing Company, St. Charles, Mo. "Thoro-Perk" aluminum pot, with detachable base, \$7.

Robeson-Rochester Corporation, Rochester, N. Y. "Royal-Rochester" 5-cup and 7-cup vitrified china lustre ware pots, \$19.50-\$23.50. 9-cup and 10-cup vitrified china lustre ware urns, \$27-\$32. 5 and 7-cup pot-type sets, and 9 and 10-cup urn sets, with and without coffee cups, \$27.50 up. 3-cup, 5, 7 and 9 nickel pots, \$8.50-\$13.50; 7-cup, 8, 9 and 10-cup nickel urns, \$13.50-

Continued on page 127

New Electrical Merchandise

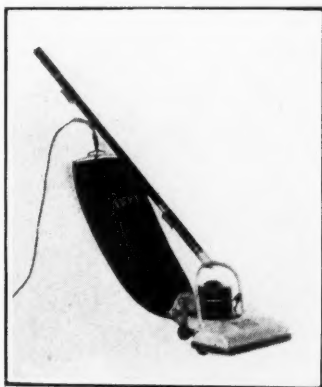


Washer with Vacuum-Tapping Action

Electrical Merchandising, March, 1927

Characterized as "the machine with the live impeller" is a new washer with vacuum-tapping action brought out by the Vac-A-Tap Company, Holland, Mich.

The machine has unit assembly, with drive shaft, etc., assembled on one unit. It has direct drive, no belts, and patented drive shaft coupling, automatically self-centering the hinged motor. The base and wringer are detachable and the tub rests on detachable adjustable-height base. The wringer, which locks in five positions, is of the latest improved safety type, instantly removable. The tub is of special alloy steel, non-corrosive and rust-proof. Because of its construction, oiling is unnecessary.



Vacuum Cleaner

Electrical Merchandising, March, 1927

The Hoover Company, North Canton, Ohio, is announcing a new and lower priced suction sweeper, known as model 543. This new model, the company explains, while necessarily at this low price lacking many of the refinements of model 700, is yet far superior to old model 541, which was the Hoover standard for cleaning efficiency until the 700 was brought out. The efficiency of the new model, it is declared, is practically 100 per cent greater than that of old model 541. To achieve this effect the company combined several important features of model 700 with others of model 541, chief among which is, aside from the replacement of the old brush unit by the agitator, the placing of the model 700 fan on the model 541 motor for a resulting substantial increase in suction. In outward appearance generally the new machine resembles the discontinued model 541. The dust bag, however, is black instead of gray color; also it is a materially-improved dust filter and can be brushed when dirty. The intended retail price of 543 is \$59.50 in the East and \$63.50 in the Pacific States.

Small Decorative Lamps

Electrical Merchandising, March, 1927

"Magi" is the name of a unique lamp offered by the Art Craft Fixture Company, 322 Adams Street, Newark, N. J. Its design can be seen from the accompanying illustration. It is made of brass, fashioned after the old oil lamps in use centuries ago. The flame of the lamp is a 2-cp. lamp of the flame type, simulating, remarkably, a candle flame. The lamp is wired complete and is equipped with silk cord and plug.

Another recent innovation of this company is the "Luminart" candle lamp, consisting of a metal candle stick with candle of wax, and the small 2-cp. lamp being the flame. The wax candles may be had in a choice of colors.

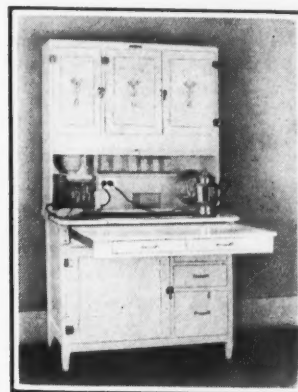


Washer With Centrifugal Dryer

Electrical Merchandising, March, 1927

The Lombard-White Company, 161 Summer Street, Worcester, Mass., has brought out a new "Lombard" washer with centrifugal dryer. The drying is done by an extractor of the centrifugal type, so designed that vibration is absorbed by a patented method, eliminating the objectionable vibration often found in dryers of this type. The washing action is produced by the "Lombard" patented principle of a jet of water introduced into the bowl under pressure, causing the entire contents of the bowl to revolve in a continuous sudsy agitation, playing upon all parts of the clothes. After the washing operation is finished, the water can be automatically removed by the pump into the set-tub, sink or drain. Control of the washing and drying is by a single handle with push button to stop and start within the same control.

The outside tub and washing bowl are made of copper and all parts coming in contact with the water are white nickel or tinned. Gray enamel is the outside finish of the machine. A 3-hp. ball-bearing motor is used and all moving parts are carried on ball bearings.

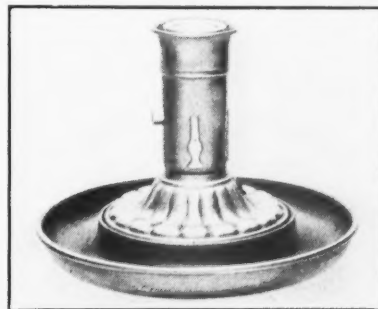


Wired Kitchen Cabinet

Electrical Merchandising, March, 1927

Many purposes are served by the new "Nappanee" electrically-wired kitchen cabinet designed by Coppes Brothers & Zook, Nappanee, Ind. In the model L "Dinet" pictured, the food can be conveniently prepared at the cabinet, saving the housewife's time and steps, but breakfast and lunch can also be served, for the porcelain table can be extended to accommodate three persons.

The electrical equipment of the cabinet consists of a duplex outlet, into which may be plugged the mixing and heating devices used in food preparation. The cabinet has porcelain top as has also the sliding table, known as the "Dinet." The cabinets may be had in different models, in 25-in. to 48-in. sizes and in oak, white or gray finishes. Retail prices range from about \$49.50 up.



Cigar Lighter

Electrical Merchandising, March, 1927

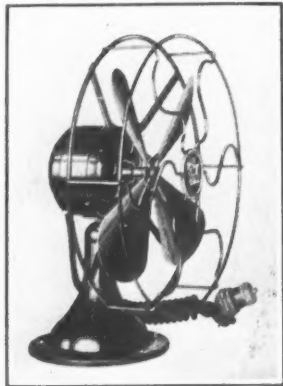
Pressing the button of the "Redilite" tobacco lighter of the Parker Engineering Company, 20 Monroe Street, Meriden, Conn., produces a red hot glow for pipe, cigar or cigarette; releasing the button shuts off the current. The lighter is equipped with the "Parker" durable heating unit and is made for operation on all standard 110-volt lighting circuits. Old silver or statuary bronze and nickel silver finishes. In bronze and nickel silver, \$3.50; old silver, \$3.75 without ash tray.

6-Cup Nickel Percolator

Electrical Merchandising, March, 1927

"Plymouth," suggesting by its simple and severe lines the utensils of the early Puritans, is a new "Hotpoint" percolator brought out by the Edison Electric Appliance Company, 5600 West Taylor Street, Chicago. The severe effect is relieved by a few simple lines around the body. The percolator has drawn beaded spout, ebonized wood handles, nickel-plated copper body, fuse-type Calrod unit and hinged lid. Rated at 400 watts. No. 115P39 is the catalog number. Furnished in 100, 110, 120, 200, 220 and 240 volts. Intended list price, \$9. "Plymouth" percolator set, including sugar, creamer and tray, is listed at \$16.

New Electrical Merchandise for



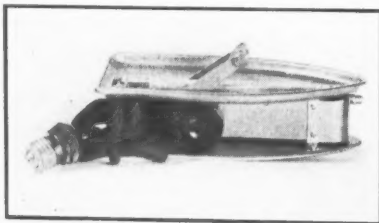
8-in. and 10-in. Induction Type Fans

Electrical Merchandising, March, 1927

Among the new fans brought out this season by the Robbins & Myers Company, Springfield, Ohio, are an 8-in. and a 10-in. induction type, non-oscillating fan, numbered respectively 50 and 51 and No. 46 which is a 10-in. universal oscillating fan.

Both 50 and 51 have induction motor of efficient shaded-pole type, drawn steel frame and mounted on cast iron base having felt strip on bottom of flange. Each fan also has single speed toggle switch mounted on the rear head to serve for convenient starting and stopping of the fan. The 8-in. fan is equipped with hinge joint having wing screw for vertical adjustment and mounting in wall bracket position. The 10-in. fan is equipped with swivel-hinge joint having wing screw adjustment by which the fan may be readily mounted in wall bracket position and fixed by the wing screw to any angle vertically or horizontally for blowing the breeze in the direction desired. Both fans are finished in baked black enamel; steel blades, satin finish, and both are made for operation on 110 volts, 60 cycles.

The 10-in. No. 46 oscillating fan has series motor suitable for use on any 100-120 volt a.c. or d.c. circuit and any frequency 25 to 60 cycles, as well as speed control by means of the regulating switch. Otherwise the fan is similar to the No. 46 fan brought out in 1926. Finished in baked black enamel with gilt lines on motor and base.



Automatic Safety Stand for Irons

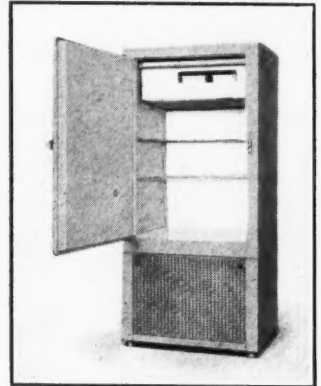
Electrical Merchandising, March, 1927

By means of the automatic safety iron stand made by the Benjamin Electric Manufacturing Company, 120 South Sangamon Street, Chicago, the ordinary electric iron takes on a safety automatic feature. With this stand, into which the iron is plugged, current is turned off before the iron becomes too hot, preventing scorching of materials being ironed, and on the other hand, eliminating the fire hazard caused by failure to turn off the current when leaving the iron. Intended retail price, \$3.50.

Marcel Waver

Electrical Merchandising, March, 1927

Believing that the whole secret of success in waving the hair electrically lies in the making of the first wave, after which it is a simple matter to follow its lines with succeeding waves, the Marcelwaver Company, Cincinnati, Ohio, has designed its electric marcel waver to provide the proper width and depth for a perfect wide, modern wave. The iron, as can be seen from the illustration, is equipped with two levers, to slide the curler back or forward, alternately, forming the wave. Complete instructions for using the waver at home are given in a booklet by Mlle. Renee Duval, a well-known hair dresser of Paris who, it is explained, designed the Marcelwaver for home use. The intended retail price of the waver is \$6.50.



All-Steel Refrigerator

Electrical Merchandising, March, 1927

To the already-extensive line of Kelvinators has been added the "Sealtite" cabinet model which has a cabinet of all-steel exterior, insulated with two inches of corkboard. It is finished in gray lacquer. The freezing unit uses the regular Kelvinator tank construction and has all the features found in standard Kelvinator units. There are two freezing trays.

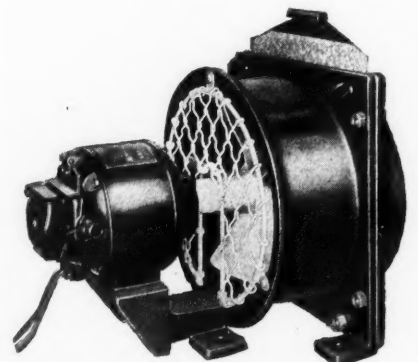
The condensing unit is very compact and so light in weight that it can be lifted by one man without difficulty. A $\frac{3}{4}$ -hp. motor is used.

The outside dimensions of the cabinet are: 56 $\frac{1}{2}$ in. in height, 26 $\frac{1}{2}$ in. in width, 22 $\frac{1}{2}$ in. in depth. Approximately 5 cu. ft. of food storage space is provided and the shelf area is about 7 sq. ft. The intended retail price is \$195, f.o.b. Detroit, or \$210 installed.

Drink Mixers

Electrical Merchandising, March, 1927

Principal improvements in the new No. 10 drink mixer of the Hamilton Beach Company, Racine, Wis., are its faster motor, an improved sliding contact switch located in the column and a nickel silver cup instead of a nickel-plated cup. The upright of the mixer is finished in Royal white porcelain enamel, as easy to clean as China plate. The cup is double-drink size and fits Rowe and other washers. One cup is furnished with the mixer; extra cups are listed at \$2.25. The motor is of the enclosed type, universal, operating on 105 to 120 volts, 25 to 60 cycles, a.c. or d.c. Special voltages may be had at slight additional cost. The intended list price of the improved mixer is \$22.



Forced Draft Blower for Residence Furnaces

Electrical Merchandising, March, 1927

Especially designed for use with small furnaces of the residence type is a new forced draft blower, brought out by the L. J. Wing Manufacturing Company, 352 West 13th Street, New York City. Any kind of furnace,—steam, hot water or hot air can be readily equipped, the blower being fitted directly into the furnace base, without ducts. The new blower, it is pointed out, supplies sufficient forced draft to burn Buckwheat coal in furnaces having up to 5 or 6 sq. ft. of grate area. The unit is small and compact and may be bolted directly to the door.

The motor is fully enclosed and dust-proof. It is rated at 1/20 hp.

With automatic control, by means of a thermostat, the blower may be turned off and on in order to maintain a constant steam pressure or temperature. The intensity of the draft from the blower can be varied by adjusting a sliding damper.

or the Dealer to Sell this Spring

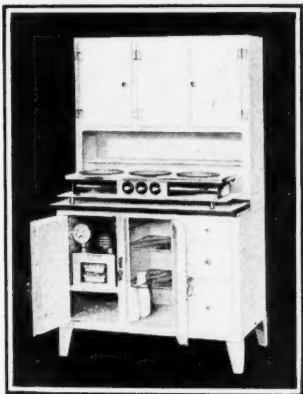
Kitchen Cabinet Combining Electric Refrigerator and Stove

Electrical Merchandising, March, 1927

Space-saving, time-saving and labor-saving—all the features that make for absolute convenience in the kitchen—are included in the new "Kaborator" kitchen cabinet introduced by the Ohio State Stove & Manufacturing Company, Columbus, Ohio.

In the cabinet are included an electric refrigerator, which may be any standard unit, and a 3-burner hot plate or stove. The stove is mounted on the back of a hinged door and, when not in use, can be folded into the cabinet out of the way. The porcelain top underneath the door slides out, providing a table. A small portable oven accompanies each outfit.

The cabinet is made of steel and is covered with four coats of Vitrolac lacquer. The part of the "Kaborator" containing the cooling unit, is made of rust-proof material, inside and out.



Fixture with Daylight Glass

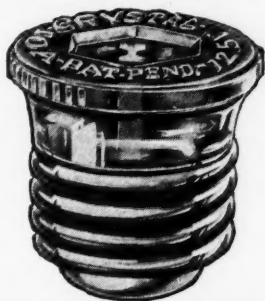
Electrical Merchandising, March, 1927

In addition to the many sizes and styles of "Planetites" made by the Planetlite Company, Inc., 342 Madison Avenue, New York City, the company announces that it has added "Celestialite" glass as another outstanding feature of its fixture line.

Glass Plug Fuse

Electrical Merchandising, March, 1927

That it shows when it blows is the outstanding feature of the new Royal "Crystal" glass plug fuse brought out by the Royal Electric Company, Chelsea Station, Boston, Mass. The glass construction of the fuse is intended to reveal its condition at a glance, making it a simple matter to detect the blown fuse plug. The glass used in the top is of special composition, properly tempered. Danger of shock has been entirely eliminated, it is pointed out, making the replacing of the fuse as safe and easy as an electric light bulb. Fifty plugs are packed in each display carton.



Electrical Merchandising, March, 1927



Electric Heater

Electrical Merchandising, March, 1927

Somewhat similar in appearance to the small oil stove but without the odor and inconvenience accompanying the use of oil is the new "Ameco" electric heater brought out by the American Metal Specialty Company, 73 Union Square, Somerville, Mass. The heater is 14½ in. high and has nicked handle and top. It is rated at 650 watts, for operation on any voltage of 100 to 120. Equipped with 8-ft. cord. Intended retail price, \$6.95.



Desk Light with Pen Set

Electrical Merchandising, March, 1927

Something new in desk equipment is the "Greenalite" desk lamp and fountain pen set offered by S. Robert Schwartz & Bro., 546 Broadway, New York City. The lamp is the well-known "Greenalite" lamp, finished in antique bronze. Built in the base is the ink container, which, together with the pen, is finished in black. The intended retail price of the lamp, with pen, is \$17; without pen, \$14.

12-in. and 16-in. Fans

Electrical Merchandising, March, 1927

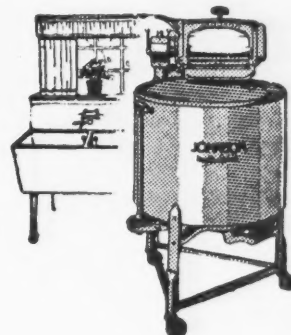
Two new "Star-Rite" fan models are the 12-in. and the 16-in. oscillators, brought out by the Fitzgerald Manufacturing Company, Torrington, Conn. The fans are made in both induction and direct current types, 3-speed rheostats with sturdy oscillating mechanisms constructed to insure a smooth regular swing through an arc of any desired length up to 90 deg. The fans may also be adjusted to operate without oscillating. The finish is black Duco with solid brass blades. Intended retail price of the 12-in. fan is \$25; 16-in., \$30.

Two-Speed Washer

Electrical Merchandising, March, 1927

Two speeds are provided in the new "Multi-Speed" washer designed by the Johnson Washer Company, Fortieth and Adeline Streets, Oakland, Cal.—a fast washing speed for ordinary heavy clothes and a slower, more gentle speed for dainty things.

In addition to its two-speed feature, the washer has other unusual construction features including a galvanized steel jacket surrounding the copper tub. An air space of about ½ in. is provided between the jacket and the tub to act as an insulator, keeping the water hot and at the same time protecting the copper tub from being scratched or dented while in transit. The jacket is sprayed with aluminum paint while the inside of the tub is heavily nickel plated. Additional points of interest are the one-lever control, the adjustable legs, direct drive, self-lubricating mechanism running in grease, the large casters and the small floor space required for the washer.

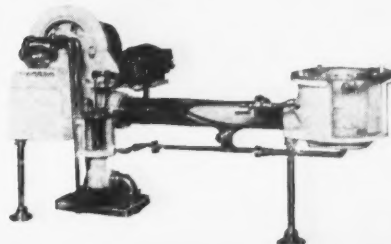


Oil Burner

Electrical Merchandising, March, 1927

So constructed that it cannot possibly be flooded, is the claim made for the "Safe Fire" oil burner by its manufacturer, the Safe Fire Oil Burner Company, Minneapolis, Minn. The burner takes the oil only as fast as it is consumed, it is explained, its flow ceasing as soon as the oil ceases to be consumed, whether the oil is running or not. When the burner is not operating the oil drains back into the service tank, located under the basement floor.

The burner is made in three sizes and may be installed in any type of steam, vapor, hot air or hot water furnace. There are, aside from the motor, but two moving parts and there are no valves in the entire system. The burner is of the pot type, vaporizing the fuel in the circular bottom of a fire pot that, when installed, is surrounded by moulded refractory, formed in cylindrical shape. A motor-driven blower supplies air to the blast pipe under the control of the program motor. Ignition is obtained by means of a constantly burning gas pilot, set in a recess.



New Electrical Merchandise for Early 1927



Percolator with Detachable Base

Electrical Merchandising, March, 1927

The feature of the new "Thoro-Perk" of the Permway Electric Manufacturing Company, St. Charles, Mo., is its detachable base. Because of this construction the percolator can be thoroughly cleansed after each percolation and convenience in serving is assured. The percolator is made of heavy aluminum and is listed at \$7.



Iron With Side Rest

Electrical Merchandising, March, 1927

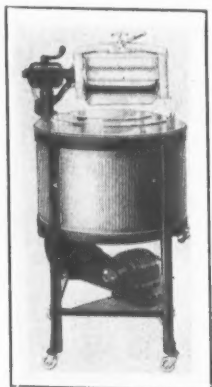
Claiming that the user lifts about 4,000 lb. during a day's ironing, the Watlow Electric Manufacturing Company, 1320 North 23rd Street, St. Louis, Mo., has designed an iron with a side rest so that the user need not lift the iron from the board but merely turns it over on its side when it is not in use. The iron is rated at 550 watts. It has red rosewood-finished handle. Intended retail price, \$4.25.

Washing Machine

Electrical Merchandising, March, 1927

Announcement is made by Haag Brothers Company, of Peoria, Ill., of a new washing machine, an all-metal washer to be known as the "Haag Eighty." The machine, the manufacturer points out, does not embody a new principle, but is a time-tested appliance. It has 6-hp. motor; heavy lacquered, burnished, stainless, nickel-lined copper corrugated tub; spun aluminum lid; swinging, reversible smooth-finish, pressed-steel wringer; and nicked double drain board, one part stationary and one reversible. The finish of the frame is sturdy black enamel.

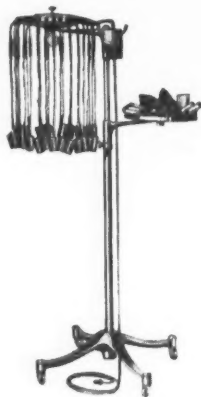
Because of its compactness it is unusually adaptable for use in apartments or small homes without basements. The intended retail price is less than \$100.



Permanent Hair Waving Machine

Electrical Merchandising, March, 1927

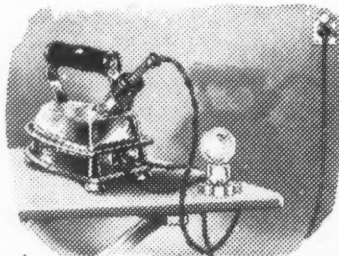
The W. G. Shelton Company, St. Louis, Mo., is manufacturing a permanent waving machine a new and novel feature of which is the swinging tray which holds all the supplies. By means of the 2-ft. spring in the pedestal, the machine can be telescoped, eliminating the danger of the dome slipping down in adjustment. The heaters may be taken off all at one time or singly, without trouble, and extra heaters added on all styles of machines. The pedestal machine comes in different sizes, 12-, 20-, 24- and 32-heater types. Specially constructed ones with 36, 40 and 48 heaters may also be had. Cabinet types, 12- and 16-heater portable machines and an 8-heater ceiling-installed unit, as well as all necessary equipment for permanent hair waving, are offered by the company.



9-In. Non-Oscillating Fan

Electrical Merchandising, March, 1927

Among its line of "Polar Cub" fans the A. C. Gilbert Company, New Haven, Conn., is offering a new model B62 Senior 9-in. non-oscillating fan. It has universal motor, operating on alternating or direct current, 110 volts, 60 cycles or less. Its height over-all is 12½. Intended retail price, \$4.95.



Automatic Safety Iron Stand

Electrical Merchandising, March, 1927

With 12,800,000 homes equipped with electric irons the market for an automatic safety stand for electric irons is apparent from these figures. One of the two companies to recently bring out a device of this kind is the National Distributing Company, Defiance, Ohio. The stand may be used with any make of electric iron on the market, to keep the iron at the proper temperature by thermostatic control. One cord of the stand plugs into the convenience outlet, the other into the iron, the stand being furnished with two cords and plugs. A pilot light may be used in combination with the stand if desired. The intended retail price is \$2.95.



Interchangeable Letter Color Sign

Electrical Merchandising, March, 1927

Messages may be changed daily or as often as desired in the new "Hy-Lite" Multi-color flasher sign brought out by the Display Service Corporation, 12 West 31st Street, New York City.

The sign illustrated, which measures 16½ in. x 22½ x 6½ in. is enclosed in an artistic frame. There are four rows of lettering. By simply slipping out the letters and changing them for others the message is entirely changed. At the top of the sign is a slogan which can be changed at will by slipping out the old and putting in a new one. Included in the sign set are eight color screens, 300 letters, a built-in flasher, a 100-watt lamp, two special slogans suitable for general business, restaurants, beauty parlors, etc., 10 ft. of cord and socket and a box with 49 compartments for the letters. Intended retail price, \$25.



Therapeutic Lamp

Electrical Merchandising, March, 1927

The Eagle Electric Manufacturing Company, 59 Hall Street, Brooklyn, N. Y., is bringing out a new therapeutic lamp with 8-in. highly-polished aluminum bowl. It is equipped with 260-watt lamp and has well-made handle. The lamp is recommended for all treatments where heat application is beneficial and is also suggested for use as a hair dryer and in beauty parlors for drying mud packs and other applications. Intended retail price, \$6.50.

Refrigerator Cabinets

Electrical Merchandising, March, 1927

One of the newest developments in refrigeration cabinet construction is embodied in the new "Crysteel" line of cabinets introduced by the Benjamin Electric Manufacturing Company through its Crysteel Works at Des Plaines, Ill.

The cabinets are made in several sizes to accommodate practically every standard make of refrigerating unit. The frame is made of seasoned hardwood. The linings are one-piece, seamless, porcelain enameled and the entire refrigerator is all-metal Armco iron, porcelain enameled inside and out.

An automatic dome light which switches on when the doors are opened, so as to illuminate the interior, and a drinking water cooler with self-closing faucet, are special features.

New Items of Interest to the Contractor

Curved-Face Receptacles

Electrical Merchandising, March, 1927

By reason of the cupped or concave-faced bosses of the new style Bryant receptacles quick and convenient insertion of the attachment plug may be made, eliminating the usual delay in fitting plug prongs into the outlet slots. Of these single and duplex black porcelain receptacles, No. 140 and 142 are designed for plates without doors; Nos. 144 and 145 are for plates with doors. The dimensions of 140 and 144 are 1 1/2 in. x 1 1/2 in. x 1/2 in.; 142 and 145 are 2 1/2 in. x 1 1/2 in. x 27/32 in. The rating is 10 amp., 250 volts and is approved by the National Board of Fire Underwriters. The receptacles have side wiring terminals. They are all of Bryant standard construction and parts and are made to fit in a single gang outlet box with one-gang plate. Bryant Electric Company, Bridgeport, Conn.



Changeable Letter Sign

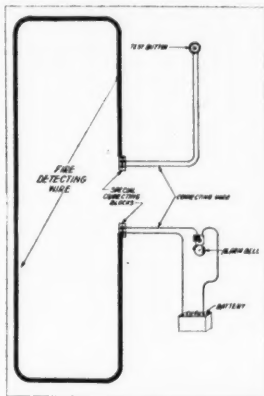
Electrical Merchandising, March, 1927

B. L. Akins, Inc., 118 West 43rd St., New York City, is manufacturing a new changeable letter sign. The sign consists of a flat sheet of iron surrounded by an ornamental frame. The letters, which may be set in any position or order on the sign, are held in place by small magnets which are guaranteed permanent. The magnets may also be attached to pictures and designs cut from magazines. The signs list at from \$2.50 to \$4.50 according to size. The letters, in 1/2 in. and 1 in. size list at \$7.00 per hundred and the 1 1/2 in. size at \$10.00 per hundred.

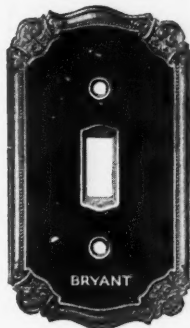
Small Automatic Fire Detector

Electrical Merchandising, March, 1927

For protection of the home, garage or small building, the Garrison Fire Detecting System, Inc., 79 Madison Avenue, New York City, has a simple, single-circuit, manually-tested, automatic fire-alarm outfit. This small system consists of a 20-ft. length of fire detecting wire—the "continuous automatic thermostat"—both ends of which are connected to terminal blocks, and 150 ft. of wire for the connecting of the test push button and special 4-in. fire bells, including necessary nails and screws. Everything is furnished for the installation of the system, except the three dry cells. The price is \$20.



Electrical Merchandising, March, 1927

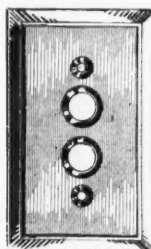


Decorative Wall Plate

Electrical Merchandising, March, 1927

Two styles are offered in the "De Luxe" decorative flush plates of the Bryant Electric Company, Bridgeport, Conn.—one, a metal plate with the surface inlaid with wood; the other, an all-metal plate. Both styles are made of either genuine bronze or nickel silver with ornamental borders.

The wood inlay plates can be furnished either in genuine mahogany or Circassian walnut with metal borders. The all-metal plates can be furnished in all of the finishes listed for metal plates in the Bryant catalog. The plates of both styles are made for single and duplex "Spartan" receptacles and for tumbler switches and push button switches. The receptacle plates are single gang. The switch plates are one, two or three gang.



Decorative Wall Plate

Electrical Merchandising, March, 1927

Unaffected by fumes, moisture or climatic conditions are the new "Hemco" switch plates brought out by George Richards & Company, Inc., 557 West Monroe Street, Chicago. These new "Hemco" plates, molded of bakelite, are made to be absolutely shock-proof. They are ornamental in appearance and are supplied with metal screws, electroplated in color to match the plate. Bakelite screws finished to match can be supplied without additional charge when specified. The plates are made in one to four-gang types.

"Letter" Lamps for Electric Signs

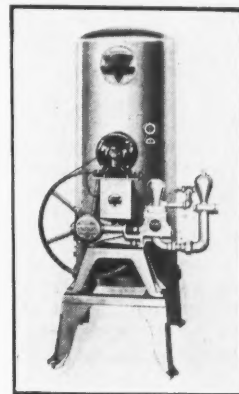
Electrical Merchandising, March, 1927

Sattler & Eisner, 220 Fifth Ave., New York City, are importing a line of letter lamps with which any person by arranging a group of standard lamp sockets can make an electric sign. The lamps consist of square-headed-front bulbs, 3/4 in. in diameter, with standard screw base. The filament is attached to a daylight glass letter or symbol which is mounted in the lamp. Attached to the center contact of the screw base is a small spring allowing the lamp to be turned 1 1/2 complete turns for adjustment. When lighted the letters can be read from across the street. The lamps are furnished in the complete alphabet, numbers and symbols at the list price of \$3.50 each.

Water System

Electrical Merchandising, March, 1927

For shallow wells, springs, lakes, streams or cistern service, is a new vertical-tank "Veritank" water system brought out by the Duro Company, Dayton, Ohio. The new system is made in sizes for small, medium and large homes. There is less water surface in this new unit, the company points out, to come in contact with and absorb air, thus preventing water logging. The pumping capacity of the new "Veritank" is 400 gal. per hr. Cost of operation, it is estimated, is only ten cents per 1,000 gal.



Wiring Supplies

Electrical Merchandising, March, 1927

The Roach Appleton Manufacturing Company, 3440 North Kimball Avenue, Chicago, announces several new lines including steel fish wire, concrete boxes and plates, utility boxes, gang switch boxes, tandem switch boxes, no-bolt fixture studs, locknuts and bushings and connectors.

Metal Sign With Illuminated Silk Letters

Electrical Merchandising, March, 1927

In the "Aurora Beacon" signs introduced by the Aurora Beacon Corporation, 354 West 53rd Street, New York City, the letters are made of hardened silk, treated with a special preparation, rendering them both waterproof and non-inflammable. The signs are designed to use the standard "A" lamps and to offer great visibility at low operating cost.

The background is metal, solid bronze or cast iron with plated bronze finish, and the illuminated silk is a golden amber. Panels containing the reading matter are removable and can be changed from time to time. Names, legends, trademarks and monograms can be duplicated in the original style of lettering and colors. The sign may be had in many different types—bracket, flush, suspended, projecting wall type, floor stand, counter or table stand and in box types.



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"DEALER HELPS" the Manufacturers Offer

Show Window, Counter, Mail Advertising and Specialty Aids Offered to Help the Dealer Get More Business

A Bedtime Story of Lighting and Wiring Comfort

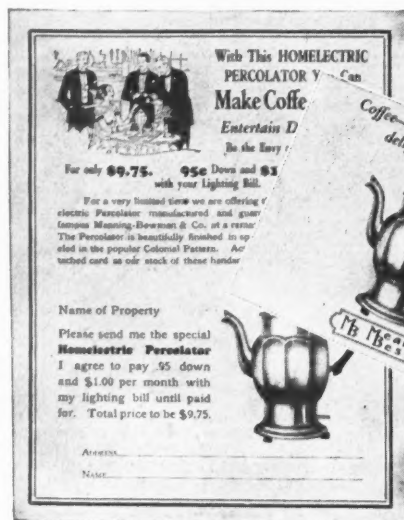
In its little booklet, "The Home of Ideas" the Bryant Electric Company tells how good wiring devices bring good lighting and good lighting brings happiness to the home. To illustrate: A contented man, after a happy evening at the radio, retires. Touching a couple of tumbler switches handily by, he turns off the library lamp and lights the upper hall and staircase. He picks up a small doll left on the stairs by the children, not stepping on it for the stairs are well lighted. In the upper hall he turns off the lower hall light and throws on the bedroom lights with the conveniently-placed tumbler switch. Entering, another switch illuminates the nearby bath and clothes closet.

Making himself comfortable, he lights the desk lamp and writes a note. To locate a collar button that rolled under the bed he uses his reading lamp extension cord in a floor receptacle. Climbing into bed, he turns off all lights but the reading lamp. Turning the pages of his magazine he reads that "Light brings happiness to every home—Bryant Wiring Devices bring light when and where you want it for happiness." "The Home of Ideas" will be sent upon request to anyone interested.

Putting the Merchandise Before the Customer



Out on display, where the customer may inspect it at her leisure, merchandise sells much more rapidly than when boxed away on shelves, where it must be taken down and unpacked for inspection. The Central Flatiron Company, Johnson City, N. Y., has prepared this display stand for its "Betsy Ross" appliances.



Percolator Campaign Broadside

For the intensive campaigning of percolators scheduled for April. Manning, Bowman & Company, Meriden, Conn., etc., are offering this broadside, with two-color return postcard, also window and counter displays and publicity service for newspaper advertising.

The Laundryette Manufacturing Company, 1190 East 152nd Street, Cleveland, Ohio, has issued to its dealers a booklet on "Turnover." The story is told in a series of charts and humorous sketches. The facts have been assembled from the reports presented at the national Distribution Conference in Washington. The figures on "How Your Dollar Splits" are based on McGraw-Hill analysis of common operating expenses of 43 electrical appliance dealers published in *Electrical Merchandising* in September, 1925. The booklet contains pertinent information of interest to every electrical merchant and is available upon request.

The American Blower Company, Detroit, Mich., has a series of sales helps available to the trade. These include full page, two-color national magazine advertisements of a new and forceful type. Dealers handling the company's line will be supplied with a wide variety of selling material to enable them to turn the newly-awakened interest in ventilation into sales. Data on figuring ventilation needs and installing the proper equipment are also supplied in practical form.

The Automatic Electric Washer Company, Inc., Newton, Iowa, has available some colorful new window trims on its Model 20 washer. The large poster measures about 21½ x 33 in. "Only \$...." heads the new poster. Separate slips containing different prices accompany the poster so that the price selected may be pasted in the price panel. Ten small pieces, 7 in. x 9 in., pointing out features of the washer are intended for pasting on the window in connection with crepe paper or ribbon streamers running from these panels to the various parts of the washer on display. All trims are in vivid orange and blue.

The National Lamp Works, to enable its dealers to capitalize on the "spare

auto lamp" idea, is offering an attractive metal kit to hold three lamps, one S-11 lamp and two G-6 bulb lamps. The kits are available through jobber-agents and are shipped, without lamps, in standard package quantities of 25 kits. The price to the dealer is 25c. per 25 kits, plus transportation. The dealer can easily present each purchaser of a lamp with one of the new kits, at the same time impressing upon him the desirability of carrying spare lamps in the car.

The Master Electric Company, Dayton, Ohio, has issued as the second of a series of booklets intended to be helpful to motor buyers generally, its booklet, "Brass Tacks About Selecting Motors." The material is in question and answer form and answers questions of vital interest to motor buyers.

Counter Fixture for Percolator Display



During the percolator campaign season the counter display fixture of the Dover Manufacturing Company, Dover, Ohio, can be put to good use, for it features the "No-Burn-Out" unit of Dover appliances. The back of the fixture is fitted with a drawer for stocking small replacement parts.

Watch Percolator Stock

Continued from page 120

27.50; percolator sets, pot and urn percolators, nickel, \$17.75 up.

Russell Electric Company, 340 West Huron Street, Chicago "Hold-Heet" and "Rex." "Hold-Heet": 6-cup and 9-cup "Nicalume" nickel pots, special campaign prices, \$7.50-\$11.85; 9-cup nickel urns, \$14-\$17.50; 9-cup pot and urn-type 4-piece sets, nickel, \$16.25-\$36; "Rex": 7½-cup and 9-cup aluminum pots, special campaign prices, \$3.30-\$4.95.

Dealer Helps: Advertising Allowance plan; 3-piece mailing folder; large window poster; electros and newspaper mats in various sizes.

Westinghouse Electric & Manufacturing Company, Mansfield, Ohio. 6-cup and 9-cup nickel pots, \$11.75-\$22.50; 6-cup, 8 and 9-cup nickel urns, \$17-\$27.50; 6-cup pot-type percolator sets, \$21.75-\$48; 6-cup, 8 and 9-cup urn-type sets, \$28.50-\$53.

White Beauty Electric Company, Inc., 4416 North Western Avenue, Chicago, Ill. "White Beauty"; 2-cup, 7-cup and 8-cup aluminum pots, \$3.25-\$4.50; 8-cup pot-type set, aluminum, \$5.50.

Frank E. Wolcott Manufacturing Company, Hartford, Conn. "Torrid" 4-cup and 8-cup aluminum pots, \$3.50-\$3.75; 4-cup and 6-cup "Silex" coffee filter, glass, \$8-\$9.

Artercraft Shops and Manufacturers, 505 Superior Building, Cleveland, Ohio.

Bersted Manufacturing Company, 5201 West 65th St., Chicago.

Electrahot Appliances, 524 South Fourth St., Minneapolis, Minn.

Kasgil Manufacturing Company, 3947 Armitage Avenue, Chicago, Ill.

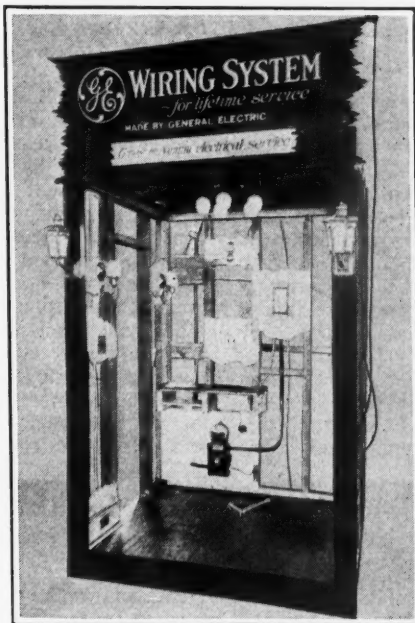
Security Electric Manufacturing Company, 2633 Canton St., Chicago, Ill.

Rutenber Electric Company, Marion, Ind. "Marion" 4-cup and 6-cup aluminum pot percolators, \$6.25-\$7.25; 9-cup aluminum pot percolator, \$4.50.

Superior Electric Products Company, 2206 Pine Street, St. Louis, Mo. 9-cup aluminum pot, \$7.

Waage Electric Company, 5100 West Ravenswood Avenue, Chicago. 8-cup, 9 and 12-cup aluminum pots, \$4-\$10.

Dealer Helps: Window displays and premium plans in preparation.



How the G-E wiring demonstration booth looks set up. In this exhibit are included the essential elements of the G-E system, the use of each being designated by a small placard.

Additions to Fan Review

To the fans listed in the February issue should be added those listed below which were not included in the February fan review.

A. C. Gilbert Company, New Haven, Conn. "Polar Cub" fans. Universal Type: 6-in., 8-in., 9-in. and 10-in., non-oscillating fans, \$3.50, \$3.95, \$4.95 and \$6.50. 10-in. oscillating, \$9.95. *Dealer Helps:* Window display cut-outs, large and small bears, counter folders and envelope inserts. Also newspaper mats and stereos, backed up by national campaign of billboard advertising.

Kendrick & Davis Company, Lebanon, N. H. 8-in. universal fan, 3-speed, \$12; 6-in. and 8-in. automobile fans, wound for 6, 12 or 32 volts, nickel, white enamel or black enamel, \$10.

Peerless Electric Company, Warren, Ohio. Desk type fans, black enamel finish. 10-in. a.c. and d.c., oscillating and non-oscillating, 3-speed, \$16; \$20. 10-in. a.c., oscillating, single-speed, \$15. 12-in. and 16-in. a.c., oscillating, 3-speed, \$29, \$34. 12-in. and 16-in. a.c., non-oscillating, 3-speed, \$23, \$26. 12-in. and 16-in. d.c., non-oscillating, 3-speed, \$23, \$26. 12-in. and 16-in. d.c., oscillating, 3-speed, \$29, \$34.

Ceiling Fans: 32-in. a.c., gray enamel finish, \$40. 52-in. a.c., black enamel, \$52. 56-in. d.c., 3-speed, black enamel, \$52. 12-in. and 16-in. ventilating exhaust fans, \$27, \$32. *Dealer Helps:* Folder-catalog with all-color cover.

National Stamping & Electric Works, 3212 West Lake Street, Chicago.

Desk type fans, adjustable for desk or bracket. 8-in., "White Cross" universal fan, single-speed, non-oscillating. 10-in. fan, universal, three-speed, non-oscillating.

Savory, Inc., Buffalo, N. Y. "Savory Airator"—Vertical fan, 19½ in. high, mahogany or green finish.

Portable Booth To Sell More Complete Wiring

In the portable booth designed by the merchandise department of the General Electric Company, Bridgeport, Conn., to demonstrate the G-E wiring system, are included the essential elements of the G-E system, the use of each being designated by a small placard. The booth is put up in knock-down form and in such a manner that it may easily be taken apart and packed for shipment to exhibitions, etc. Following are some of the features of the exhibit:—metal box for ceiling and wall outlets, tumbler switch and metal switch box, pilot lamp, BX armored conductors, convenience outlets, bell-ringing transformer, safety meter switch, code wire, spragueduct and safety panel board.

S. Robert Schwartz & Bro., 546 Broadway, New York City, has inaugurated a new dealer help in the form of the "Esrobert News." The new publication is an outgrowth of a broadside previously sent out to the trade. "We felt, however," says the company, "that we could combine the qualities of a dealer house organ with those of a broadside and that dealers would find it interesting enough to read." The publication is issued monthly.

The General Electric Company announces the addition of two new educational films to its motion picture service. "Power Transformer" shows the progress made in engineering and organization in the building of transformers for the last 35 years. "Making Mazda Lamps" shows the development of artificial lighting.



For the Washer Window Display

Standing 5 ft. 3 in. in height is a new floor and window cut-out offered by the Laundryette Manufacturing Company, Cleveland, Ohio. The cut-out is printed in several colors and is most effective.

News of the Electrical Trade

A Census of Selling

Appointed by Owen D. Young, chairman of the national Chamber of Commerce Committee on the Collection of Business Figures, a subcommittee has just outlined the progressive development of a Census of Distribution calling for the co-operation of the Chamber, the Bureau of the Census, and the Bureau of Foreign and Domestic Commerce.

First, an intensive census will be made in a single American city.

Second, a census will be taken in from twelve to fifteen selected cities and regions, representative of different densities of population and business activity.

Finally, a wider census supplying national figures on the distribution of merchandise is planned, figures to be collected in localities of various sizes.

Home Equipment Course for Electrical Women

Open to all women interested in the electrical industry is a short course on electrical equipment to be given by the Home Economics Department of Iowa State College, Ames, Iowa, March 14-19, 1927. The Women's Committee, Public Relations National Section, National Electric Light Association, is co-operating with the college in offering this electrical housekeeping school, for which no fee is charged.

The purpose of the course is to give technical and non-technical information on the application of electricity to the processes of housekeeping which will be useful to women in public relations work, publicity and advertising activities and in presentation of household electrical equipment for use in the home.

Instruction will be in charge of Eloise Davison, associate professor of home economics, Frank D. Paine, professor of electrical engineering and other Ames instructors. Assistance will be given by representatives from the public utilities. Lectures, demonstrations and laboratory methods will be used in the instruction. Both educational and general exhibits of household equipment and appliances will be given, furnished by co-operating manufacturing companies. Further information regarding the course may be obtained from Miss Eloise Davison, associate professor of home economics, Iowa State College.

Lincoln Memorial Lighting to Be Improved

Defects in the natural lighting of the Lincoln statue in the Memorial at Washington, D. C., are to be corrected through the use of plans worked out in the Illuminating Engineering Laboratory of the General Electric Company. When the illumination system was originally planned it was thought that light, falling through thin marble slabs in the ceiling would give the statue a soft pleasing appearance. In actual practice, the strong light coming through the open entrance to the Memorial reversed all shadows. A system of floodlights, diffused through specially designed glass will correct this lighting condition.

Louisville Leaguers Convene

More than 500 guests attended the regular annual banquet and convention of the Louisville Electrical League, held at the Brown Hotel, Louisville, Ky., on January 27th. Great interest in the activities planned by the League for

the year was evidenced by an attendance which exceeded records of previous get-togethers.

Malcolm Mason was elected president; Walter Roach, vice-president; F. Sherman Vogt, secretary; Dewey Able, sergeant-at-arms, and W. A. Cowherd, E. F. Locher, J. M. Merker, Charles Ryan and E. L. Mudd, directors.

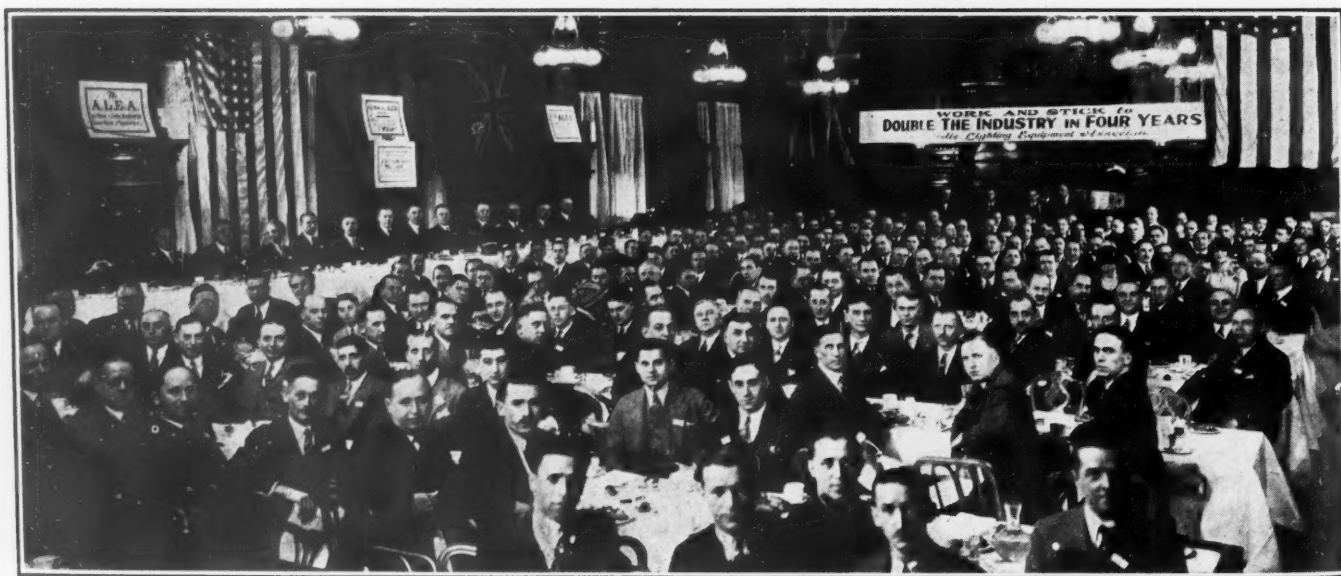
A.E.I. Launches New Field Force

The Association of Electragists, International, in preparation for a year of intense field work has appointed R. C. Hill field director. Mr. Hill will co-ordinate the activities of representatives who have been assigned to definite sections of the country to aid in the organization of local associations, training of field men, establishing of bureaus for trade and public information and in general putting A.E.I. trade policies into effect.

The country has been divided into ten sections and men are to be trained and assigned to each of these territories within the next few months. W. P. O'Brien has already been selected to handle association projects in Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire, Maine, New Brunswick and Quebec; W. J. Tighe has been assigned to the southern Atlantic coast section composed of New Jersey, Delaware, Maryland, Virginia, North and South Carolina, Georgia and Florida. The eastern Great Lakes section composed of Michigan, Indiana, Ohio, Kentucky and West Virginia is to be under the supervision of D. A. Fleming.

Each field representative will maintain complete estimating data and will bring to the attention of members

Out to "Double the Lighting-Fixture Business" in the Next Four Years



One of the Cleveland sessions when the lighting-fixture industry turned out in force. How manufacturers, salesmen, and dealers "watched the birdie" when

the camera clicked at the annual convention of the Artistic Lighting Equipment Association, Illuminating Glassware Guild, Lighting Equipment Dealers, A. C.

E. Division Electragists International and Associated Lighting Equipment Salesmen at the Hollenden Hotel, Cleveland, Ohio, Feb. 1 to 4.

the facilities of the association for research work in the field of cost analysis, studies of new methods, new tools, greater efficiency and wiring surveys.

O. H. Caldwell Appointed to Radio Commission

O. H. Caldwell, editor of *Electrical Merchandising* and *Radio Retailing*, McGraw-Hill publications, has been appointed by President Coolidge to serve for five years on the Federal Radio Commission, representing New York and New England. The commission is to take full charge of radio broadcasting activities in the United States during the first year, with headquarters at Washington, and will serve in an appellate capacity to the Department of Commerce for the remainder of the term.

Mr. Caldwell is a graduate electrical engineer of Purdue University, with special work in electrical communications, following preliminary training in Berlin, Germany. He is a member of the American Institute of Electrical Engineers and is on the radio committee of the American Engineering Council. He is also a director of the New York Electrical Board of Trade and Chairman of Surveys for the General Merchandise Committee of the N. E. L. A.

Eureka Managers Selected

The Eureka Vacuum Cleaner Company, Detroit, Mich., has placed H. H. Oldfield, formerly retail sales manager at its Los Angeles, Cal., branch, in charge of its San Francisco office. R. E. Stevens, former manager is managing the Melbourne, Australia office. Paul Dempsey, who formerly managed the company's Minneapolis branch now heads resale operations through the Northern States Power Company. He is replaced by Leland Chapman.

J. P. Figi, jumps from retail sales manager to manager of the Milwaukee office due to the transfer of Mr. Chapman. Kansas City is under the supervision of G. A. Buckley. Pittsburgh is under the wing of Ralph Sorenson as manager and Jack Snowden, retail sales manager. Both these men come from St. Louis.

St. Louis, in turn is to be handled by W. H. Bryan, formerly resale manager of the Union Electric Company. Harry Hergett has been transferred from western Michigan to the Fort Worth branch which he will manage and John Kron of eastern Michigan takes charge of the Grand Rapids territory.

Kelvinator Contest Introduces New Model

This contest, details of which follow, is open to any resident of an electrically-wired home, not in any way connected with Kelvinator factory, sales or dealer organization. Forty-nine new "Sealtites" will be given away, one in each state of the United States and one in Canada, to the person in each State and Canada who writes the best letter telling what he, or she, knows about Kelvinator. Each entry for the contest must be filed with

Mr. Edison's 80th Birthday



Thomas A. Edison, 80 years old on Feb. 11, shown receiving the congratulations of Henry Ford who with a hundred other Edison Pioneers journeyed to the Orange, N. J., laboratories to pay homage to the Wizard.

the local Kelvinator dealer and all letters must be submitted before March 31. Prize winners will be announced not later than June 15, 1927.

Lighting Equipment Association Elects Officers

G. F. Laube of the Laube Electric Company, Rochester, N. Y., was elected president of the National Association of Lighting Equipment Dealers at the annual election held in the Hollenden Hotel, Cleveland, during a joint convention of lighting equipment associations of the industry. H. I. Sackett of the Sackett Electric Company, Buffalo,

N. Y., was elected vice-president and Fred H. Smith, Scranton, Pa., treasurer.

Newly appointed directors of the association to serve for a period of three years are:

E. W. Hoek, Netting Company, New York City; E. R. Gillet, Toledo, O.; Joseph E. Frechie, Joseph E. Frechie Company, Philadelphia, Pa.; Geo. Donovan, Barber-Donovan, Inc., Rochester, N. Y., and F. G. Burdorf, Burdorf Company, Louisville, Ky. Elected for two years: H. H. Smith, W. B. Catlett Company, Richmond, Va.; Charles Anderson, Minneapolis, Minn.; J. C. English, English Company, Portland, Ore.; L. L. Jones, Jones Electric Company, Atlantic City, N. J., and E. L. Evans, O. R. Evans & Bro., Washington, D. C. For one year: Samuel Frost, New York City; Geo. J. Hertzschurch, Artercraft Fixture Studio, Newark, N. J.; G. E. Schwab, Schwab Lighting Company, Detroit, Mich.; A. L. Oppenheimer, Enterprise Electric Company, Cleveland, O., and Henry Weisberger, Liberty Electric Company, Cleveland, Ohio.

New Frigidaire Distributors

The Frigidaire Corporation has appointed The Refrigeration Equipment Company a distributor of its products in Albany, N. Y. and fourteen neighboring counties. The H. C. Gilbert Appliance Company is to cover Rochester, N. Y. and nine adjacent counties, while a new sales branch has been opened under the direction of W. L. Jersey in Syracuse, N. Y., where sales activities for this city and 14 surrounding counties will be centered. These districts were formerly handled by the New York City distributor.

The company's Charleston, W. Va. branch, managed by W. A. Trolan, has been removed to Huntington and C. W. Martin has been appointed manager of a new office in Flint, Mich., from where Frigidaire business in 28 southern counties, excluding the Detroit section, will be conducted. In Portland, Ore., the W. E. McClurg Company has been obtained to cover that city and ten closeby counties.

Coming Conventions

Illinois State Electric Association, Springfield, Ill., March 17-18.

N. E. L. A., Southeastern Division, Memphis, Tennessee, April 13-15.

N. E. L. A., Nebraska Section, Grand Island, Neb., April 26-28.

N. E. L. A., Southwest Division, New Orleans, Louisiana, April 26-29.

National Association of Manufacturers of Heating and Cooking Appliances, New York City, May 11-17.

American Washing Machine Manufacturers Association, Chicago, Illinois, May 18.

N. E. L. A., Mid-west Division, Topeka, Kansas, May 18-19.

N. E. L. A., Atlantic City, N. J., June 6-10.

N.E.M.A., The Homestead, Hot Springs, Va., June 13-18.

Electrical Manufacturers Council, Hot Springs, Va., June 13-18.

Pacific Coast Electrical Association, Santa Cruz, California, June 14-18.

National Electrical Credit Association, Columbus, Ohio, June 16-18.

North Central Electric Association, Duluth, Minn., June 17-19.

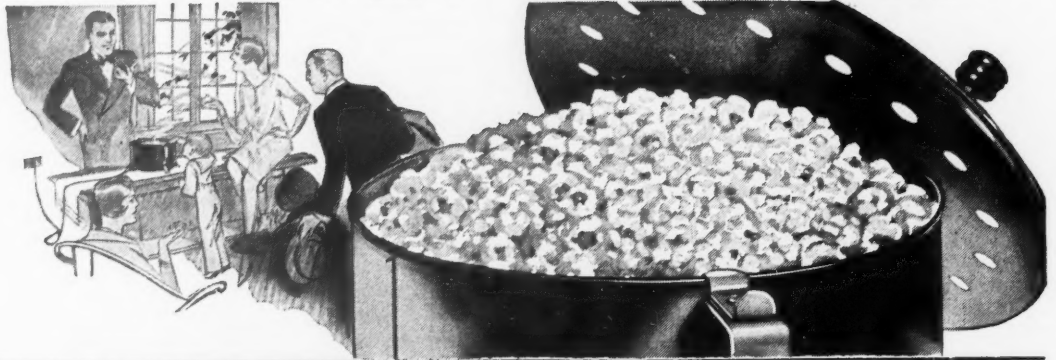
North Central Electrical Association, Marine Convention via Duluth, Minnesota, June 17-19.

Northwest Electric Light and Power Association, Salt Lake City, Utah, June 21-24.

Public Utilities Advertising Association, Denver, Col., June 26-30.

EXCEL CORN POPPER

\$2⁵⁰
LIST



It "Pops" the Cash register, too!

Here's proof that it does

Idaho Power Co., Boise, Idaho. Ordered 400 on initial sale—end of first day sale wired for us to double the order.

Large Dept. Store, St. Louis, Mo. Ordered a gross—sold them and wired for another gross.

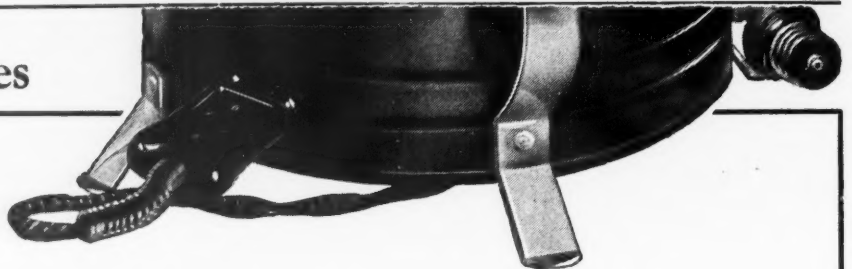
Dealer, Traverse City, Mich. Sold two dozen first hour—ordered three dozen—sold them and wired for more.

Large Dept. Store, Newark, N.J. Sold over 200 first day.

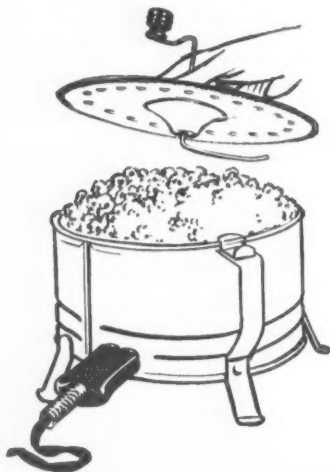
Electrical Dealer, Syracuse, N.Y. Sold over a gross. "Could have sold 50 more if we could have gotten them."

Kansas Gas & Elec. Co., Wichita, Kansas. Write: "Sure are fine, but we can't get them fast enough."

Electric Service Co., Indianapolis, Ind. Sold over 700 in Indianapolis. Found it profitable to keep a woman demonstrating the popper during the special sale week.



THIS is just a sample of what Central Stations, department stores and dealers in all parts of the country have done with Excel since its introduction last November. Why? Because everybody likes pop corn and here is a quick, unique and handy way to get it.



Specifications

6 in. high, 8½ in. wide. 25 in. around, Handsomely finished in Pistol Blue, with bright fittings. Perforated top. Genuine Nichrome heating element (660 watts capacity). Weighs only 3 lbs.

Never before has an electrical appliance caught the public fancy so quickly as the Excel—the first electric corn popper on the market. Never before have dealers turned their stock into cash as quickly as they have with Excel. And never have they made the profits from a low priced appliance that they have with the Excel.

There's a "hankering" for pop corn among folks in your town. The Excel will satisfy it and satisfy you. A trial order of six will convince you—use the coupon.

The Excel ELECTRIC COMPANY
Dept. P-10. Muncie, Ind.



Special \$5 Profit Offer

THE EXCEL ELECTRIC CO.,
Dept. P-10, Muncie, Ind.

() Send me six, \$2.50 Excel Electric Corn Poppers at special price of \$10.00 f.o.b. Muncie.
() Send me full details, including quantity prices.

Name

Address

City State

The Silvray Company and its patents have been acquired by M. B. Beck, president of the new company, Silvray Company, Inc., manufacturer of bulbs and lighting units. Offices and plant are located at 45 West Sixteenth Street, New York City. J. M. Gilbert has been appointed director of sales.

The Permway Electric Manufacturing Company, St. Louis, Mo., has been reorganized under the name of the Permway Manufacturing Company and has moved its entire plant to the building formerly occupied by the Union Electric Light and Power Company of St. Charles, Mo. The concern, in addition to its older line of appliances, will manufacture toasters, percolators, sterilizers, double boilers, heating pads and soldering irons. As heretofore, E. F. Reinhardt is president and Nolan De Woskin, secretary-treasurer.

The Sta-Warm Electric Heater Corporation, formerly located in Minneapolis, Minn., has moved its entire manufacturing plant and general offices to 553 North Chestnut Street, Ravenna, Ohio. The company's new location offers better facilities for the manufacture and distribution of Sta-Warm electrical devices.

G. R. S. Products, Inc., Albany, N. Y., manufacturer of the G.R.S. clothes washer, has discontinued the manufacture of this device. The Morley Machinery Corporation, 1139 University Avenue, Rochester, N. Y., has contracted to take over the parts replacement business for all G.R.S. machines already sold.

The Havens Electric Company, Inc., has completed a six story building, its new home, at thirty-three Hudson Avenue, Albany, N. Y. The company occupies the entire building comprising 10,419 sq.ft. of floor space, and all shipments are made from the premises.

The Marshall Electric Company, St. Louis, Mo., manufacturer of battery charging equipment, is constructing a new plant at Elkhart, Indiana, which will probably be ready for occupancy early in June.

The Trico Fuse Manufacturing Company, Milwaukee, Wis., now carries a complete line of its products with the Albert S. Knight Company, 2203 First Avenue South, Seattle, Wash., in addition to the Coast Electric Supply Company of that city.

The Rodale Manufacturing Company is now located at 200 Hudson Street, New York City. The company has removed its plant from 492 Broome Street.

Universal Appliances, Inc., has been incorporated in the state of Minnesota for \$50,000 by L. D. Nilson, Joseph A. Letherp and Joseph F. Meir. The company plans to open a factory in Minneapolis for the manufacture of electrical appliances. L. D. Nilson is president.

"Telling the World"



This gentleman who is about to tell the world—otherwise why the microphone?—is Charles L. Edgar, president of the Edison Electric Illuminating Company of Boston, and chairman of the board of the Society for Electrical Development. And to prove that the "mike" is not just a photograph prop, let's add that he is the big boss of a broadcasting station—WEEI—"the big-brother station" of Boston.

The S. T. Johnson Company, Philadelphia, Pa., manufacturer of the Johnson Oil Burner, advises that it has been awarded a gold medal for the general excellence of its product by the Sesqui-centennial Exposition.

The Iron City Electric Company of Pittsburgh, Pa., and the Moock Electric Supply Company of Canton and Youngstown, Ohio have been appointed agent-jobbers of Westinghouse apparatus. The Pittsburgh company will serve the tri-state area of which the city is the center while the Moock Company will distribute through eastern Ohio.

The Graybar Electric Company has completed its fifty-eighth year in the business of making and distributing electrical supplies. Just one year ago the company, known for half a century as Western Electric, changed its name to Graybar. In a statement authorized by Albert Lincoln Salt, president, it is reported that in 1926 the company had the greatest business year in its history, with estimated sales of approximately \$77,000,000 as compared to a volume of \$66,000,000 in 1925. "The next twelve months look very encouraging to us," reads the report, "and we feel that Graybar will continue to grow as it has grown."

The company has established a new distributing house at 921 Barr Street, Fort Wayne, Ind. Fred M. Barley has been appointed sales manager and Harold T. Thompson takes over the position of service manager.

The Paragon Electric Sales Company, Inc., has removed its offices to 215 South Fifth Street, Philadelphia, Pa., where a separate display room is also maintained. C. N. Wiltbank has with-

drawn from active participation in the company's management and his stock has been purchased.

The H. Lee Reynolds Company, manufacturers' representative, located in the Henry W. Oliver Building, Pittsburgh, Pa., announces that it has opened another office at 309 Plymouth Building, Cleveland, Ohio, with Messrs. R. P. Miller and James W. Loose in charge.

Ludwig Hommel & Company, 929 Penn Avenue, Pittsburgh, Pa., has been appointed to distribute Liberty appliances, made by The Liberty Gauge & Instrument Company, in western Pennsylvania, northern West Virginia and the eastern border counties of Ohio.

John C. Douglas has been appointed Pacific coast representative for the Ice-O-Lator, an absorption type electric and gas-operated refrigerator built by the National Refrigerating Company, New Haven, Conn. Mr. Douglas is well known to the far western specialty trade.

Frank Parkins has been selected to replace K. P. Goewey, who has resigned as sales manager of the Nebraska Power Company and Citizens Gas and Electric Company. Mr. Parkins was Mr. Goewey's assistant for a number of years.

Reginald M. Campbell, who has been associated with the electrical industry for more than twenty years, has been appointed Eastern sales manager by the Sangamo Electric Company to supervise the sale of watt-hour and ampere-hour meters and electric clocks in its New York territory. W. S. Boulton will assist him as sales engineer.

Charles Newman has been appointed Eastern sales manager by the Roach Appleton Manufacturing Company, 3440 North Kimball Avenue, Chicago, to take charge of New England, New York and the Central Atlantic States. Offices will be maintained at 45 Murray Street, New York City.

Harry White, lamp department of the American Electric Company, St. Joseph, Mo., has been awarded first prize of \$500 in a contest sponsored by the Edison Lamp Works of the G.E. Company in presenting a new line of its products. Mr. White wrote the winning report of how his sales plan put the new line over.

Howard P. Whalen, formerly with the sales force of the Emerson Electric Company, has been selected to represent the Wagner Electric Corporation of St. Louis, Mo., as sales representative in charge of its Buffalo and Syracuse, N. Y. offices.

H. D. Leppo is now in charge of the Michigan territory for the Consolidated Lamp & Glass Company, Coraopolis, Pa. Mr. Leppo will assist jobbers in the organization of commercial lighting departments.

Where Shall I Go to Get Money to Put Into My Business

(Continued from Page 75)

sleeping under the counter, living on ten dollars a week, and all that sort of thing. But the rating bureaus say that something like 98 out of every 100 fail, so the chances are forty-nine to one against it working out.

Deserving Merchant Can Always "Rent" Money at Fair Rate

But the merchant who needs money for legitimate merchandising uses can always get it. And he can get it at a fair rate of interest—for interest is simply the rental one pays for the use of money. The best place to borrow from is the bank. Let your banker know all about your business. Tell him in advance when you want to borrow money from him. Advise him a month or six months ahead of time—for he, too, wants to be prepared.

Keep away from loan sharks and money brokers. Their charges are invariably exorbitant, and the business man who once gets in their clutches is helpless. He will be bled and bled.

Don't borrow from friends or relations except as a last resort.

Conduct your money affairs on a strictly business basis. Set up a partnership or a corporation or utilize your bank's or your jobber's credit. Do not hesitate to borrow for legitimate business purposes. But conduct your borrowing transactions always on purely business lines.

With lower electricity rates

You Can Sell More Appliances

(Continued from Page 81)

great and widespread prosperity. Nevertheless, the income of the great majority of people isn't elastic; and there are many demands on income. I suspect most people either consciously or unconsciously allot a certain sum of money for the electric bill and adjust their use of service to conform to it. If two lamps will do, they won't burn three. Washing dishes by hand may be less easy than putting them into an electric dishwasher, but it will hold down the monthly bill. When the rate is re-

duced, people feel they can afford to be a bit more liberal in their use of service; and they are.

They buy a dishwasher, or a washing machine, or an ironer. They investigate electric refrigerators, and do a lot of figuring, eventually deciding they can manage the initial investment in view of the manifest advantages and the fact that the rate for service is lower than it used to be. The reduced rate does not represent any large saving in the average domestic bill month by month; but it has a certain psychological effect and the actual reduction in the bills is sufficient to back this up.

Perhaps the story of a customer of another company which, over a period of years has been able to make three or four reductions, will illustrate the human side of this condition and the customer's point of view. He had on his desk his latest bill.

"That's more, in dollars, than I used to pay," said he. "But electricity is so cheap now and we get so much out of it at my house that we've stopped thinking about how much we use. We've got, I think, every appliance there is. We're absolutely sold on electrical house-keeping; and I know if my wife heard of anything else run by electricity which she could possibly find a use for, we'd have it."

The proof of the pudding is in the eating.

We Fixture People Must Create New Business

(Continued from Page 91)

tendency in that direction certainly proves.

Are we as manufacturers and dealers in lighting equipment going to co-operate to secure our share of the national business or are we to sit idly by?

Co-operative advertising has spread through various industries from oranges and cranberries to sauerkraut and bananas. Who ever heard a few years ago of advertising bananas? Now it is done extensively, not only on behalf of the industry as a whole, but also as an individual enterprise on the part of the leading distributor. The producer used to leave it to the dietitians to tell about the food value of the Central American fruit. Doing it themselves, they are getting the message over to the public quicker and with more force.

If by co-operation, they can in-

crease the sale of bricks, cement, lumber, and bananas by co-operation the lighting equipment dealer and lighting equipment manufacturer can also increase the sale of lighting equipment. We have analyzed the market—it exists—has money to buy what it wants and will buy lighting equipment more and better, just as soon as you make it want lighting equipment more than it wants something else.

I believe the time is opportune, a reduction in building construction in the near future, may bring this home forcibly and if we could then have in progress a sizable co-operative advertising program what a relief it would be.

Jobber Helps Dealers to Better Fixture Sales

(Continued from Page 99)

her card of introduction which has been filled out by the dealer.

Mr. Reim first ascertains the character of the interior decorations of the prospect's home. If necessary, he makes a visit to the house and there discusses the question of harmony, style, and color treatment with her. Mrs. Jones then selects her fixtures, in a leisurely manner, with the competent assistance of the trained fixture salesman in the quietness of the studio. The order is then written up by the jobber's representative and signed by the customer. This order is then assembled and delivered, as a rule, direct from the jobber's warehouse to the residence, the invoice being mailed to the dealer.

Charges 10 Per Cent

The Litscher Company makes a charge of 10 per cent for this sales service. "The dealers are very glad indeed to pay this special charge as it is really money in their pocket," Mr. Litscher explained. "This is because it saves the dealer's time and insures a larger and more satisfactory sale, inasmuch as the matter has been handled by a fixture expert. It saves handling of fixtures by the dealer, avoids tying up his money in stock, and saves valuable space in his store. It also saves the dealer the time of assembling, wiring, packing and delivering the fixtures to the customer's residence.

The prices quoted the prospect are, of course, those suggested by the manufacturer. The dealer, however, is at liberty to make his own final quotation to the customer.